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# *January, 1924*

## Shaking the Sterile Curse

WITH THIS ISSUE WE DITCH THE LAST remaining vestige of Creaseyism. We shake off the sterile curse of Creasey and consign to oblivion a name that was nothing but a mask behind which a profiteering corporation plundered poorly informed merchants in the name of co-operation.

¶ The Mercantile Co-Operator never was the organ of co-operation. It was but the tool of L. L. Creasey. Therefore its very name was a lie and could not live.

¶ Even when the magazine was Creasey's tool he would not support it. Reputable manufacturers could not patronize it lest they be accused of playing the Creasey game.

¶ So the name is consigned to limbo. Henceforth the paper will be what its name implies—a searchlight of truth shedding light in dark places and warring upon all who "maketh and loveth a lie".

Entered as Second Class Matter at Waukegan, Illinois

# ...onal ...
# Done For Bu...

"FOR FIFTY YEARS, we have been weaving into o... life, until it has become the warp and woof of our existence, nothing less than an economic poison," says Ralph Borsodi in his book, "National Advertising vs. Prosperity."

## The Poison Ivy of Prosperity

¶ Here are some of the things Mr. Borsodi shows National Advertising to have done to business. He says:

1. CREATED A WASTEFUL CONFLICT.—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of national advertisers.

2. DEMORALIZED DISTRIBUTION.—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of national advertised and private brands.

3. REDUCED THE USEFULNESS OF THE JOBBER.—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field with stores which the jobber controlled.

4. CHANGED THE BASIS OF PROFITS.—It has greatly increased the margins for profit upon lines of merchandise in which nationally advertised brands hold a dominant position, and by enabling successful national advertisers to fix the ratio of distribution to production costs, has increased their net profits while limiting the net profits of wholesalers and retailers.

5. RAISED DISTRIBUTION COSTS.—It has helped to increase distribution costs by duplicating and reduplicating parts of the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. RAISED CONSUMER PRICES.—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. IGNORED VALUE-GIVING.—It has consistently ignored the necessity of "value-giving", by pricing nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. ATTACKED COMPETITION.—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear".

9. PROFITEERED.—It has enabled the successful national advertisers to take enormous profits upon their ability in inducing the public to pay dividends upon their investments in good will.

10. INJURED BUSINESS.—It has expended millions of dollars in multiplying the agencies of consumer appeal solely in its efforts to aggrandize itself at the expense of the public, the retailers and the wholesalers; it has restricted the buying-power of the consumers of the nation, by inducing them to pay luxury prices for staples, and thus has injuriously affected the general prosperity.

¶ There are ten good reasons why every business man should read Mr. Borsodi's book.

¶ For sale by Duncan's Grocery Searchlight, Waukegan, Ill. Over 300 pages of unvarnished facts—bound in cloth. Price $3.00.

**Get the book and get your eyes open—**

**Robert G. Duncan**

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**Duncan's Grocery Searchlight**
**Waukegan, Ill.**

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# Creasey's Traitor Editor Whines

## Miserable Creature Repeats Threadbare Lies in Vain Effort to Get Square Meal—He's All In

IF ANY MAN WITH A SPOONFUL OF brains will read a single copy of the Merchant's Digest, the house organ of L. L. Creasey, edited by one McKechnie, under Creasey's direction, he will see McKechnie is in dire straits—about to lose his meal ticket— floundering like a drowning rat—frantic lest he lose his job and be turned adrift like the dull ass to browse on thorn brush after doing Creasey's dirty work. Truly, the wages of sin is death.

¶ Yes, every issue of Mac's subsidized rag baby is a cry, a screech, a wail. Continually he harps upon the brutality of Duncan for objecting to Mac "starting a paper of his own".

¶ Mac is a miserable fool as well as a knave. He never started a paper of his own when he sold out to Creasey. He doesn't own the Merchant's Digest. He doesn't even publish it. Glen Tingley is the publisher. But Creasey is the owner. McKechnie is merely a hireling of Creasey, a camouflaged menial, a subsidized assassin lying in wait for any credulous grocer he can hamstring for the Creasey Corporation.

### Self-Convicted Liar

¶ McKechnie whines like a whipped cur. He says the Bunting people turned against him because he started a paper of his own.

¶ Mac is a dirty liar. He has no paper of his own as shown by the masthead of the infamous house organ he edits. Where is his paper? If he started the Merchant's Digest why doesn't his name appear on it as editor and publisher? Why is Glen Tingley's name at the Masthead as publisher?

¶ Don't you see Mac has written himself down as the blackest liar that ever took Creasey's tainted money for doing his dirty work?

### The Truth About McKechnie

¶ When the Bunting people bought the Mercantile Co-Operator and undertook to publish a respectable magazine, they were under the impression that they would serve a great army of retail merchants banded together under the banner of co-operation. And they clung to that belief for over twelve months in spite of the nefarious acts of L. L. Creasey proving the contrary.

¶ When they purchased the Co-Operator they had no idea that it had been, was then and was expected to remain the mouthpiece of a Delaware corporation—owned body, boots and breeches by L. L. Creasey who amassed a fortune exploiting retail grocers in the name of co-operation.

### They Hired McKechnie

¶ When the Bunting people undertook publication of the paper they hired McKechnie as editor. Where they found the traitor I do not know, but suspect that he was panhandling around Chicago in search of some trusting man he might betray after ruining his business.

¶ Anyway the Bunting people got McKechnie as editor of the Co-Operator. And Mac for the first time in life got a good salary. They paid the viper $70 a week and all expenses in going to and from Creasey Corporation gatherings. They even paid Mac's expenses in going to Kentucky and raking up a series of lies and false reports when the Bank Commissioner cancelled Creasey's permit to sell stock of the infamous Delaware Corporation.

¶ Henry Bunting is a man who stays put. It was hard to show him that Creasey was a faker and McKechnie a stoolpigeon ready to betray his pals in crime at the first offer of cash. In spite of the damning evidence to the contrary Mr. Bunting held to the belief that Creasey was a gentleman, and McKechnie a loyal employee.

¶ With Aaron Sick it was different. Mr. Sick is somewhat less trusting than Mr. Bunting. He

is somewhat like Old Cassius when it comes to "looking quite through the deeds of men". So he—Mr. Sick—was first to see through the Creasey schemes and fathom the treacherous designs of McKechnie. Still he did not fire McKechnie.

¶ Not so. Even when it was seen that the Co-Operator could never succeed with the curse of Creasey on it and over it, they kept McKechnie on the payroll at $70 per week—$303.33 per month—$11.50 for every working day—a damnsite more than Mac is worth for any purpose on earth unless it be to play the part of Judas Iscariot or Benedict Arnold—to betray the Savior or sell his country.

### Kept Him To The Last

¶ McKechnie as editor of the Co-Operator cost the Bunting people about $10,000 but they kept the despicable ingrate on the payroll at bricklayer's wages when they could have hired an honest editor for half the money. Even when they decided to quit losing money boosting Old Creasey's game and were about to offer the magazine for sale at half of what it cost them, they sent McKechnie to Louisville to offer the official organ of Creaseyism and Rascality to Tzar Creasey. And they paid his—Mac's—salary and expenses.

### Mac Double Crossed Them

¶ Mac returned from Louisville, Ky., to Waukegan on Saturday in time to get his paycheck. When asked how Creasey treated him Mac replied, *"Like a dog."*

¶ (May we pause long enough to observe that in our opinion Mac lied about that. Subsequent acts prove that Creasey treated Mac pretty well as we will show by Mac's words.)

¶ Mac drew his salary up to Saturday night. He was not fired even then. Not so. On Sunday Mac sneaked into the offices of the Bunting Publications, laid his written resignation on Sick's desk, and caught a train for Louisville, Ky., and on the following Tuesday wrote a letter, on Merchant's Digest stationery, to one of Bunting's advertising men asking him to betray Bunting and join the traitor, McKechnie, in transferring the advertising contracts from the Co-Operator to the foul sheet now published by Glen Tingley as the house organ of the Creasey Corporation.

### We Have The Proof

¶ Mac's written resignation is in Bunting's vault. It proves Mac a dirty liar when he says, "they fired me". We have the letter he wrote from Creasey's office on the next Tuesday in which he says:

¶ *"I have sold the proposition to the Creasey Corporation. They will pay for subscriptions for every one of their active members, approximately 14,500."*

### Still He Lies And Whines

¶ Knowing that we hold this documentary proof of his perfidy, it seems incredible that Mac would continually bid for sympathy by saying he was thrown out in the cold cruel world without a job by Sick and Bunting, but you see it in every issue of Mac's rotten paper.

¶ That's Mac. He is a hardboiled scoundrel—a miserable stoolpigeon—a poor weakling who fears he would starve to death trying to make an honest living—a craven creature walking on two legs like a man but acting the part of a cowering coyote wolf.

¶ Hardboiled is right. It takes a chilled-steel character to publish such lies as Mac is putting out for Creasey in the face of the evidence we hold of his depravity.

### Look For More Lies

¶ McKechnie is hard up. So is the Creasey Corporation. Old Creasey didn't come through with that $14,500. He didn't make Mac a present of the Merchant's Digest.

¶ Mac and Creasey double crossed Bunting. Creasey then triple crossed McKechnie by failing to put up the money to establish Mac in publishing a house organ.

¶ So poor old McKechnie is up against it. So is the Creasey Corporation, as shown by their sobs and tears in Mac's putrid paper.

¶ Listen to this:

* * * * * * * * * * * * * * * * * * * * *
* ¶ *"How easy for an unscrupulous vicious* *
* *mind to destroy the fairest, cleanest pro-* *
* *position in the world,"* says Mac's sheet *
* in a box on the front page. *
* * * * * * * * * * * * * * * * * * * * *

¶ What does that mean? It means the Creasey System is in the fell clutch of death. It is the death rattle of the Creasey Corporation and of Creaseyism. It is sob stuff put out by a conscienceless plunderer whose incursions are at an end.

### Picking The Coverlid

¶ Maybe you have seen men die. If so you know the unfailing sign of approaching death is a picking of the covers. Well, here's where Creasey begins picking the covers. In black face type in a box, Creasey has McKechnie say:

* * * * * * * * * * * * * * * * * * * * *
* ¶ *"Jobbers have sunk pretty low when* *
* *they employ agents who attack the reli-* *
* *gious beliefs of their opponents. It is* *
* *pitiable the attempts the opposition are* *
* *making to destroy an organization they* *
* *cannot control. Co-operative buying is* *
* *growing because it is a proven success to* *
* *the retail grocer. Nothing can stop it."* *
* * * * * * * * * * * * * * * * * * * * *

### Can You Beat It?

¶ Isn't that the death rattle of Creaseyism? Who in hell has attacked the religious belief of Creasey? Dam sure I haven't. Didn't know the old rogue had any—don't believe he knows what religion is. In my opinion he is a Pagan.

¶ And who are they appealing to? Are they seeking sympathy from the A. P. A., Ku Klux or Catholics? From several readings of the death rattle above we can't tell whether Creasey is crying to the Pope or appealing to the Emperor of the Invisible Empire. Creasey should make himself clear on this point, but watch him not. Oh, no. He is too smooth for that. He will word so as to muddy the water. Then his lying organizers can tell Kluxers that Creasey is being assailed by the Catholic Church and tell Catholic grocers that the Klan is after Dad Creasey.

¶ That's why Creasey lugs in this squawk. It is a picking of the coverlid—the death rattle of Creaseyism. Truly, as Mac says, Creasey has sunk pretty low when he tries to make it appear that some one employs agents to attack Creasey's religious belief.

¶ Who is the agent? Is it Duncan they mean? I'm the only man in America who has everlastingly exposed Creasey's crooked schemes. Do they mean to say I have assailed Creasey's religion? If so, they are blacker liars than I have called them. I don't even know Creasey's denomination—if he has one—but in my opinion he is an idolator worshipping the Golden Calf.

¶ True I heard that Creasey is a Mason, but I don't see how it could take on the old bird. Really. Masons as a rule are pretty decent men. To be a Mason a man must be white, of good moral character, believe in the existence of a Supreme Being. That would seem to exclude Creasey in our belief, but they do say "one slips in now and then" when Hiram A. Biff is busy.

### Squeal, Mac, Squeal

¶ Ridiculous bosh. Nobody knows Creasey's religion or cares a damn about it. This squawk is but the death rattle of the ramshackle Delaware Corporation that has fleeced grocers from Coast to Coast in the name of co-operation.

¶ Squeal, Mac, Squeal. Your time is short. In a little while you are going to be out in the cold, cold world again without a job.

### Boo, Hoo, Hoo, Hoo

¶ In another box in mourning type Mac has this one:

* * * * * * * * * * * * * * * * * * * * *
* ¶ *"The next time a salesman shows you* *
* *scurrilous printed matter abusing co-oper-* *
* *ative buying or starts to tell you wild* *
* *stories about it, ask him what his em-* *
* *ployer, the jobber, has done in the past* *
* *ten years to help the independent grocer* *
* *to meet chainstore competition."* *
* * * * * * * * * * * * * * * * * * * * *

¶ Yes, and the next time a Creasey organizer shows you the Merchant's Digest, ask him how many grocers have been put out of business by Creasey.

¶ Really there ought to be a law against Creasey hiring McKechnie to publish such lies.

¶ It is plain that Creasey wants you to believe Creasey is conducting a co-operative buying concern for the benefit of poor hard pressed grocers.

¶ A blacker lie or bigger fraud was never published. The Creasey Corporation is not a co-operative concern at all. It is a corporation from which L. L. Creasey takes $75,000 or more per year.

¶ The merchants don't have a word to say about its conduct. They don't even get a stock certificate for their money. They get only a contract to buy from Creasey.

¶ McKechnie knows this. He knows Creasey is Tzar of the corporation and is raking the members right and left, but the infamous traitor, liar and double crosser goes on putting out more flagrant lies at old Creasey's command.

### Get Wise To Mac

¶ Grocers, don't let old McKechnie slip you this package. Don't let him play on your sympathies by pleading that co-operative buying is being assailed.

¶ It is not so. Robert Duncan has never printed one word in opposition to genuine co-operative movements. Not one. When Creasey tries to win sympathy by making it appear that co-operative buying is under fire he is a double distilled scoundrel throwing dust in your eyes to blind you to his iniquitious system of filling his pockets with your money.

¶ Don't let Creasey lead you astray with such rotten falsehoods. The Creasey Corporation is not a co-operative. By no stretching of definition or imagination can the Creasey Corporation be called a co-operative company. Don't get taken in by this McKechnie sob stuff. He is merely hoodwinking you while Creasey lifts your roll.

¶ This is not the last shot. Not by a damsite. No, no. I've never promised to lay off of Creasey and his stoolpigeon. I am going to ride them as long as they live. They started something that I'll finish for them. So long as they ply their nefarious trade, I'll push a pencil in reporting their plunder. So long as they lie, I'll call them liars.

¶ You bet. I have brought the Creasey Corporation to sobs of grief—brought them to the death rattle. I'll stop when the outfit is dead and buried in oblivion, and not before. So this is not the last shot for Mac and his master.

# Well, Well, Well—

## Another Creasey Branch Closes its Doors

### Cairo, Illinois Branch of the L.C. Mercantile Co., follows the precedent set by Logansport, Indiana.

¶ It's getting to be a regular habit to close down a Creasey branch house and leave local members holding the bag. The bag is now empty at Cairo, even if local grocers put up the money to fill it. But this Cairo business is getting close to Creasey headquarters—Louisville, Kentucky is only around a hundred miles from there, and one would think Tzar Creasey and his minions would keep the close-to-home branch a-going rather than have the world find out that they gutted the Cairo branch and quit. It is a confession of weakness for the L. C. Mercantile Co., Creasey's Chicago headquarters, where he keeps the lighted map of the United States, to close the Cairo branch.

¶ What was left of the stock and fixtures at Cairo was shipped to the Danville, Illinois, branch of the L. C. Mercantile Co., very likely to bolster up the assets there and cover up a deficient inventory, weakness, and failure. The L. C. Mercantile Co., as most everyone knows, is a wheel within the tottering remains of the Creasey "System." But it's more of a "game" than a "System." The word "System" is too dignified for the methods of L. L. Creasey, his organizers, his hand picked officers and directors, and his shyster collection lawyers. Probably old "Dad" is about all collected up at Cairo, so there's no need of supplying any more "service" at that point. What he wants is the $350 for the service contract—all the rest is superfluous. Give him the $350 and then don't buy anything at all, and see if he isn't just as well pleased! Thousands of grocers have put up money on a service contract and gotten nothing in return.

¶ A few months ago we chronicled the closing of the Logansport branch of the L. C. Mercantile Co., and said there were more to come. But did you read about these closings in the Merchant's Digest, run by Creasey through his tool McKechnie? Yes, he calls it the "Trade Paper with a Mission." He doesn't dare tell the real truth as to what that "Mission" is. I'll tell you. It's mission is to bottle up the truth and hoodwink grocers into believing that all is well. Branch houses closed are not told about in that sheet.

¶ I maintain here and now that for Creasey to evade the facts in his so-called "trade paper with a mission" is nothing less than deceit and treachery to the men who have put up the money for his closed branches and those that are yet to be closed. The record of some of his closed houses is that grocers who paid in advance for merchandise never received the goods, nor was their money refunded. There was a brazen fool by the name of Dickey who came to Creasey's rescue in the last issue of Creasey's house paper. I wonder what his color would be if he were located at Cairo now, where the house is closed. Does this Dicky-bird care a continental about his fellow grocers in and around Cairo who have sunk their savings in Creasey's capacious maw? No, he isn't capable of caring. All he wants is his own fool luck—what happens to the other fellow is the other fellow's hard luck.

¶ But the Cairo branch is not the last branch to be closed. There will be more, because Creasey cannot keep all his branch houses in operation if he doesn't continue to pull new money in from new suckers. It's an endless chain of selling "service contracts," opening a branch with dilapidated merchandise, collecting the fees, closing and departing. It's time for the Federal Government to take a hand and stop the endless chain. There's a federal law against such practice and if the Attorney General once decides to investigate—goodbye Creaseyism. Atlanta or Leavenworth will yet open doors to "Dad" for collecting grocers' money in one locality to push propaganda in another.

¶ All may be well on the Potomac; but all is not well by the Ohio. Creasey's palatial home, built or bought out of the juggling of funds and the quitting of branch houses started with money furnished by innocent grocers, overlooks the Ohio River—and, "all is not well on the Ohio."

# What Is Co-Operation?

## Is It a Proven Success?

WHAT IS CO-OPERATION? IS IT NEW? Is it workable? Let's see.

¶ Co-operation as advocated by sincere honest but mistaken men is but a new name for Socialism. It is not new. It has never proven a success in any country.

¶ The Israelites were Communists, the tribe owning the land the cattle and the people. They got nowhere until David erected a monarchy and made commercial treaties with other nations.

¶ The Spartans carried Socialism farther than any other people but they were the biggest hypocrites of ancient times.

¶ In Sparta the land, sheep, goats, grain, wine and oil belonged to the state. So did the people. Everything was community property; their money was iron; there was no incentive to work; all a man could get was what he could eat and wear; they ate from a common table; every sucker dressed alike; the slaves (Helots) did the work; the old men the marketing; the young men specialized in murder, rapine and plunder.

¶ It was this senseless system that made Sparta a festering sore in the heart of Grecian civilization. The Spartans pretended to be co-operators but they persistently refused to deal with other nations. They talked glibly about equality but every time they whipped a neighboring city they returned with droves of captive slaves.

¶ There was no pay for industry, no incentive to work, no reward for genius. Profit was impossible, progress was backward and downward toward barbarism.

¶ Sparta is our idea of Hell on Earth. The only thing Socialism did for the Greek people was to bring on the Roman Conquest of Greece. And believe me the Greeks were glad to exchange the anarchy produced by the Laws of Lycurgus for the orderly dictums of the Caesars.

¶ The Romans were not Socialists and it must be admitted they governed the world pretty well for several centuries.

¶ When the Roman Empire broke up there followed seven hundred years of anarchy. There was no central power, no industry, no manufacturing, no shipping, no trading.

¶ During the Dark Ages people lived in caves and fed on roots. Life was worse than death. From this state of disorganization sprung Feudalism—a sort of socialism under which the robber baron was the whole cheese.

¶ Then came the Crusades from which the soldiers learned of the industrial and competitive systems. It was in the Crusades that the Saxon barbarians got in touch with the merchants of Constantinople, Bagdad and Damascus.

¶ This competitive system they brought to the valley of the Rhine and the British Isles, and the world began to move. Any man with the least smattering of education knows that our cities and states are the product of that system—the competitive system.

¶ We know new continents were discovered, wrested from the savages, peopled with Christians and made into the greatest states of all time under the competitive system. We know the very ruins of ancient cities have been converted into palaces and marts under that system.

¶ We know that all the marvelous discoveries and inventions are products of the competitive or profiteering system. We know the world moved forward only under that system and that it came to a halt and went backward every time any one monkeyed with the competitive system.

¶ That's all we know about Socialism. And it's all we want to know. When we take the incentive (the rewards) out of life men will quit working and that means they will quit thinking, and that means stagnation and dissolution of the individual; and down go cities, states and empires, and up come anarchy, ruin and barbarism.

¶ As for these so-called co-operative movements which we hear so much about and see so little of, they are but bastard types of Spartan Socialism, futile attempts by designing hypocrites to profiteer by preaching against profiteering.

¶ In modern times no Socialistic venture has gotten to first base. Behind their veneer of co-operation there is a profiteering corporation owned and controlled by some modern Lycurgus. (See the Creasey Corporation for example.)

¶ Don't talk to me about the Rochdale Society. It is nothing but a big profiteering corporation —just like the Steel Trust and the Raisin Growers Association. It never was co-operative in any sense. That's why it made a success of the business. Had it been Socialistic it wouldn't have lasted six weeks.

¶ As for this so-called co-operative buying, that we hear so much about, it is the most absurd proposition ever heard of. Think of retail merchants, every one of whom is taking profit, rigging up a scheme to destroy the competitive system!

¶ It can be worked only on the ignorant, the benighted, submerged class of merchants. If it is carried to its logical conclusion the state must own the farms, the produce, the cattle, hogs, horses, ores, transportation, factories, stores, and produce and distribute the whole works to the people, who will have nothing to do but eat and sleep, we believe.

¶ In no other way can a genuine co-operative exist for even a single day.

¶ Think it over, you retail co-operative buyers. How would you like to have your state or city establish stores with tax funds from which goods of all kinds would be sold at cost?

¶ Gee! What a roar you boys make when post office employees start co-operative stores for the purpose of eliminating retail grocers' profit!

¶ Think it over—read a little history—study the effects of the competitive system—see if it hasn't been the means of making merchants and bankers of men whose ancestors were Saxon serfs or Spartan helots.

¶ Think it over and you'll doubtless let well enough alone.

---

# Calumet Baking Powder Says No

## Doesn't Stutter in Turning Down Double-Crossing Broker Peddlers
## Northwest Food Company Should Take Out Peddlers' License

WE DON'T KNOW WHO THE Northwestern Food Company is, and what's more we don't want to know. In fact we know as much about the concern as we care to know, for certain it is they are a passel of double crossers who cut the dirt from under the feet of their customers.

¶ In fact we have never come upon a concern calling itself "merchandise brokers" quite so liable to prosecution for violation of the peddler ordinances.

### They Should Take Out License

¶ The Northwestern Food Company, Merchandise Brokers, 123 W. Madison St., Chicago, is the style of their letterhead.

¶ What they broke we do not know, nor do we care a damn, as we said before. But certain it is they should be compelled to take out peddlers' license or go to jail for peddling without a permit.

### Their Letter to Calumet

¶ Before us is their letter to the Calumet Baking Powder Company. It says:

¶ "Your employees spend hundreds of dollars during the Thanksgiving and Christmas holiday seasons for candy. We are in a position due to our volume and distribution to save them approximately one-half of this amount.

¶ "We are furnishing to the leading institutions of Chicago, a 5 lb. box of chocolates, consisting of an assortment of Creams, Nougats, Carmels and fruit pieces, the finest quality packed at $1.85 per 5 lb. box. Also a five pound can of the finest assorted hard candies filled with Fruits, Nuts and Jellies at the same price.

¶ "You or your employees are paying $.75 to $1.25 a lb. for similar merchandise. We will be pleased without any obligation on your part to furnish you a five pound box free for your inspection. We feel sure if your employees are permitted by you to avail themselves of this opportunity, they will appreciate it.

"Very truly yours,
"NORTHWESTERN FOOD COMPANY
"Per N. Malnick, Sales Manager"

### Calumet Doesn't Stutter

¶ Now, friends, the above gives you an idea of what is going on in certain circles. And it is more extensive than you think.

¶ Perhaps a lot of you merchants wonder why you don't sell Christmas candy to employees of certain large concerns. The answer is this: The fellow who sold you the candy went over to the manager of the factory and sold him candy for all his employees and their friends at the same or less price than he sold you.

¶ Two years ago Armour & Company actually advertised (in the Saturday Evening Post I believe) that it would be well for large employers to buy hams, bacon, turkeys, etc., for all their employees, direct from Armour & Company and thereby save the middleman's profit.

¶ Calumet Baking Powder says, "NO!" in boxcar letters. K. K. Bell wants it understood that his company is not cutting the earth from under the retail merchants who handle Calumet Baking Powder. So he says to the Northwestern Food Company, Brokers, "Nothing doing".

¶ Here is Calumet's reply. Let us pause to remark that Mr. K. K. Bell doesn't stutter when he says, "No". The Calumet reply says:

"Northwestern Food Co.,
"123 W. Madison St.,
"Chicago, Ill.

Attention Mr. H. Malnick, Sales Manager
"Gentlemen:

"We have your general letter offering to supply our employees candy, fruits, nuts and jellies at wholesale prices.

"The offer is no doubt well intended, but is directly opposed to our idea of merchandising. In other words, we try to practice what we preach. So long as we depend upon the wholesale and retail grocers to distribute our product, just so long we expect to patronize them and to encourage our employees to do so.

"In order that you may know just how cranky the Calumet policy is, let us tell you that we require our employees, both factory and office, to supply their own baking powder needs by buying Calumet from their local grocer. Frequently we have what is known as Calumet Week during which time our employees buy the amount of Calumet they want from their grocers and turn in the counter sales slip to our cashier for a cash refund, so you see we are not able to consider your proposition.

"CALUMET BAKING POWDER CO.
"K. K. Bell, V. P."

¶ There you are. Mr. Bell not only turned down the double cross proposal but he made it clear that Calumet doesn't furnish their own employees baking powder.

¶ Give us more men of principle like K. K. Bell and there would be more business in retail stores and fewer peddler wagons and mail order houses.

¶ You bet. If all the manufacturers who look to retail merchants to distribute their products would take a stand such as Mr. Bell takes, the business of retailers would just about double—especially on Christmas goods.

### Retailers Owe Bell Big Debt

¶ The retailers of the country owe K. K. Bell a big debt for his stand on this question. Also they owe him another debt for exposing the concern that offers to sell Calumet employees candy that "costs 75c to $1.25 per pound at 5 lbs. for $1.85."

¶ Think of the slash the Northwestern Food Company made. On their plan a stenographer or shipping clerk could send out 5 lb. boxes of candy for Christmas presents almost at the price of 1 lb. boxes.

¶ Mr. Bell could no doubt have done a land office business had he been mean enough to enter competition with Chicago retailers. Thank goodness! Bell was too much of a man to dip into such small petty business.

¶ I say to you retailers—aye! and wholesalers too—you owe K. K. Bell a big debt—one I'm afraid you can never discharge.

### No Bottom To It

¶ There is no bottom to the abuse which the Northwestern Food Company practices. If an employer permits himself to purchase for his employees, the employees will take advantage of the price to buy for their friends and their friends' friends. The first thing you know everybody is peddling without a license.

¶ One wholesale grocer who sold his employees direct at wholesale prices found about half of the employees were operating stores in their basements after working hours. It got out and the wholesaler saved his business life only by a lightning change.

¶ Now he won't even sell himself groceries at any price.

¶ Chicago retailers should find out what lines the Northwestern Food Company handle and boycott them from Hell to Breakfast. Then they should get together and pin a gold medal on K. K. Bell of Calumet Baking Powder in recognition of his four-square policies.

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## At Last! At Last!

*Urma on Way—Not In*

"AT LAST OUR CAR OF URMA CANNED goods is on the way," says a Creasey bulletin dated December 22nd.

¶ They go on to say, "*We are sorry to have delayed shipment so but to get 100% delivery we had to do it.*"

¶ The above is the regular Creasey bunk. The thermometer is 20° below in Wisconsin and peas were canned last July but Creasey had to wait all this time to get 100% delivery. We suspect they had to grow these peas on the ice. Also the corn, tomatoes and spinach.

¶ They are sorry the shipments were delayed, so they say, hinting that "our car of Urma" was ordered long ago. But they say "we have a few cases left." And what is left is exactly 285 cases.

¶ We don't know how many cases of peas, corn, tomatoes, spinach and beans to the Creasey car but think 700 cases will fill it. That being the number nearly half of this long delayed shipment is available, as they offer 285 cases. So they got 200% delivery by the delay.

¶ We point out that the car isn't in, however. It is merely "on the way." And they don't tell us from whence it came. "Early June Peas" were probably grown in Wisconsin and shipped to Louisville, Ky., for canning. Tomatoes probably came from Maryland or California and have been in cold storage until Christmas. The corn is doubtless from Maine—yes, a long way from Maine—and has been on the road to Illinois since last August.

¶ On the level! Ain't Creasey the bunk? Think of the "largest wholesale grocer in the world" being all this time getting an assorted car of canned goods on the road. No wonder they offer them at the same old price. If they don't hurry another crop will be in before they get their car of Urma canned goods.

¶ Really, Creasey is the original bunco kid.

# Practical Ideas for Retailers

## A Stunt Street Ad

WHENEVER THERE IS A BIG CROWD ON the streets in your neighborhood you can create a lot of comment-advertising by making a large facsimile package, as wrapped by your store. As a usual thing this package is a cardboard box which fits over a man's shoulders and which has a cloth extension at waist which can be belted to wearer. Wrapping paper and string should be used to carry out the package effect. Package should be wrapped in paper with large string and marked in easily readable letters, "You Get Big Value at Hyman & Blooms".

## Red Letter Sale

IN THIS SALE EVERY ARTICLE OF STOCK which is red in color or is put up in a red package or which is specially marked with the retailers' own red shipping tag (used for this day) is offered at special sale price.

All clerks should dress in red (ladies with red waist, men with red bows on coat or neckties) and store should be decorated, exterior and interior in red.

Advertising should be written around headings and should play on the word "red". Suggested headings are:

"Are You Reddy"
"Have You Red About It"
"This Will Make You See Red"

Properly promoted this sale can be made very profitable to the retailer.

## Use Of Samples

THE RETAILER SHOULD MAKE USE OF samples received from manufacturers and jobbers for they constitute the best kind of trade builder. Many manufacturers will gladly send you samples of their products for any special use you may desire to make of them. Many such uses of samples can be made in connection with your store promotion. Two uses are suggested in this article.

1.—Here is a sale idea which will act as a builder of business for new lines. Write to your jobbers and manufacturers explaining that you desire to hold a sample day, whereby each purchaser will be given with his or her purhcase, a sample or novel advertisement of some other article.

Advertise your sale day in local paper and be sure your copy makes clear that the customer is entitled to as many individual samples as he or she makes individual purchases. (If you so prefer you can specify the minimum amount of purchase carrying with it the distribution of samples). Among the new products sampled will be several which will take with your trade. You can stock them where the demand is sufficient thus building your trade on new products.

2.—Make a list of customers and possible customers. Divide them into four routes. Have your newspaper pull several proofs of your advertisements. Place in small sacks or envelopes the samples and advertising matter furnished you by manufacturers together with the proof of your ad, circulars, etc. Send a boy out on one route a week to leave one package at each house. Repeat the delivery monthly and a steady growth of new trade will be noticed.

## An Imitation Telegram

RETAILERS SHOULD VARY THE FORM of their circular advertising. Monotony destroys effect. An unusual form of printing which is to be recommended is that of an imitation night letter. The envelope should be printed on manilla stock to resemble a telegraph envelope. The store letter should be set in typewriter type on yellow paper and a set heading in imitation of a telegram blank. The back of the telegram can be given over to cuts and descriptions of merchandise offered. Instruct your printer to use heavy Gothic type for the envelope and telegraph blank heading. The envelope should be imprinted: "Western United Tellitoem Company". The blanks should be folded, enclosed in the envelope and mailed under 2 cent stamp to your customers.

## These Will Help

EMPHASIZE YOUR POLICY. IF YOU feature those articles advertised in trade papers you will have merchandise which gives perfect satisfaction as nearly as it can be given. It is true, however, that absolute perfection cannot be attained so that there will always be cases where the customer is not pleased when he or she opens the package containing the purchase. The feeling against your store generated at such times can be amel-

iorated through the use of a simple label stating: "*If you are not satisfied in every particular with this purchase you can exchange it at our store.*" Small gummed labels printed with such wording and put up in rolls convenient for use can be obtained by your local printer from any gummed label manufacturer at a very low cost.

*Near the Phone.* If you have a public telephone in your store or if your private telephone is often used by your customers it is worth while to put "price" and "specials" bulletins on the wall near it. Bulletins can be made with marking brush, in writing, or by typewriter. In this location they will be read by customers while waiting for their connection.

*Prompt deliveries.* If your trade and locality are not large enough to warrant the use of auto delivery you can use a motorcycle with side car for holding parcels; if they do not warrant the use of motorcycle delivery you can use a bicycle with a package carrying attachment; if the use of a bicycle is not warranted you can use a boy with a pair of roller skates or a good pair of running legs. For city use with small parcels the motorcycle and side car is recommended because of its low first cost, smaller upkeep, speed, and because it requires no garage space when not in use.

# Humble Raisin is Soaring

## Prospects Bright for Growers When Surplus Becomes Shortage

WASHINGTON, NOV. 14.—THE DOUBLE raisin has joined the aviation escadrille and is rapidly soaring along with other good things to eat.

¶ The cause for the sudden turn in the outlook of the raisin is the conduct of three members of President Coolidge's official family.

¶ First came Attorney General Harry Daugherty discovering that the California Raisin Growers' Association was undoubtedly "a combination in restraint of trade", and as such liable to prosecution.

¶ Then came the California Raisin Growers saying they had 80,000 tons of raisins carried over from last year which they were unable to sell, due to the threatened prosecution.

"Why raisins are food!" said Secretary of Agriculture Wallace. "They sure are when they're not drink!" replied the raisin growers.

¶ Wallace saw Daugherty and asked him to "lay off" those raisin men and their co-operative. Daugherty did.

¶ The raisin growers were then re-organized to comply with the law, and Secretary of Commerce Hoover was called in to find ways of selling the stock before the new crop came. Hoover managed to sell American raisins abroad, enough to keep the price up.

¶ Now comes the mildew and destroys one-third of this year's crop, which same mildew may prove a blessing in disguise. A raisin surplus has turned into a shortage, and both the Department of Agriculture and of Commerce are predicting a good future for the raisin industry. —*Denver Express.*

¶ Note: In the above we get a perfect picture of the methods used by the press and politicians in humbugging the public.

¶ Let us point out that the Sun Maid Raisin Trust had *80,000 tons* of surplus raisins unsold. They got Hoover to find a market for them abroad. That cleaned up the surplus. No sooner was the surplus sold than they discovered that mildew had destroyed a third of the California crop.

¶ But all this was after Secretary Wallace had induced Attorney General Daugherty to cease prosecuting the Raisin Growers' Association under the Anti-Trust laws.

¶ On the level! Have you ever had greater proof of man's total depravity? Now you know why Carlyle said, "The more I see of men, the better I like my dog."

¶ There is an *80,000 ton* surplus of raisins and a monster crop coming on. We had simply been robbed by the trust since 1917. They spent millions of the loot trying to advertise raisins into consumption. Other fruits had displaced raisins as booze berries. But not a concession was made to move the crop.

¶ Hoover was consulted. He let his name be used to color the market. Wallace interceded for the law breakers on the ground "That raisins are food". Daugherty desisted until the crop could be unloaded on little retail grocers, at piratical prices. And even then they had to manufacture a lie about the mildew ruining the crop.

¶ And to cap the climax they laid down to the chainstore association.

¶ Can you beat California Raisin Growers for downright ribald rascality? I fear me you can not.

¶ In the meantime buy raisins as you need them and thereby demonstrate that the middle man is the arbiter and that the law of supply and demand is potent to wreck all such machinations.

# "Co-operation"

***By***

***James Edward Hungerford***

Said the Spider, his eye on the innocent Fly:
"Come, friend, let's *'co-operate.'*
When my web is spun, it will give you *fun!*"
And he eyed the poor Fly with hate;
And the innocent Fly, who had flown on high,
To the gossamer web a-gleam,
Thought the Spider a *friend,* and his aid did lend—
'Til he woke from his foolish dream!

But alas, too late! For the claws of hate
Encircled his body small;
And the jaws of death, slowly bit his breath—
Then swallowed him wings and all!
And the Spider winked, and his cruel eyes blinked,
And he whetted his fangs of hate,
And the little Fly, who had flown on high—
Was the "ate" in "co-operate!"

There's a *moral* here, which doth now appear,
At the end of this tragic tale,
And it's simply *this*—which you mustn't *miss,*
Else my poor little tale will *fail;*
When with motives high, like the little Fly,
Who was heartlessly killed and ate;
Lest you meet *his end,* be darn *careful,* friend—
With *WHOM* you "co-operate!"

—*Drug Topics.*

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# *Here's the Sequel*

**Telegrams from Creasey victims:**

**"L. C. Mercantile Co. closed its place of business in Cairo and shipped the remnants of their stock and fixtures to Danville, Illinois."**

**"L. C. Mercantile shipped out from here to Danville via Big Four last week. Shipment consisted of remnants. Carload in volume but not in weight. There are quite a few mourners."**

**Look for account of Cairo fiasco elsewhere in this issue.**

# "Urma Clubs Success"

## Yes, Like ——!

A RECENT ISSUE OF CREASEY'S HOUSE organ devoted two columns on the front elevation to telling about the success of Urma Clubs.

¶ Maybe so. We don't doubt that Dad Creasey made a good thing of it. But as for the boobs who pay $25 to advertise Creasey's private brand, after paying $300 for the privilege of buying the stuff from Creasey, we can't say Urma Clubs have helped them in any way except to prove them "nuts".

¶ The very fact that Creasey uses up so much space telling about his success is enough to make us take the stuff with plenty of salt. Long ago we learned to look for the lie in all Creasey toots—and the bigger the toot, the bigger the lie.

¶ Creasey has undoubtedly raked in some money on the organization of Urma Clubs but the sale of Urma hasn't put any competing brands out of business as yet. It could only be sold to grocers by some sort of Creasey shenanigan. Most people know it is packed by Tom, Dick and Harry under Urma Brand; that nobody has any interest in it but Creasey; and too many are wise to Creasey to get behind goods that he packs.

¶ A lot of the Creaseyites remember "Brite Mawnin Brand", too. It was supposed to be Creasey's very own, but it turned out to be the property of another man who sold out to Harrison Parker's consumer-owned co-operative stores after Creasey had failed to sell the brand.

¶ Urma Brand may or may not belong to Creasey. He says it is his, but that don't make it so. He said Brite Mawnin was "Your Own Brand". It turned out to be Creasey's brand of bunk.

¶ Urma may prove the same. Or Urma may be owned by a subsidiary corporation which Creasey will try to keep when the Creasey Corporation hits the reef.

¶ The Urma Products Company is not exactly in the Standard Oil Company class financially. But it serves very well to wash profits into Mr. Creasey's pockets.

¶ If the Creasey Corporation was solvent and its credit good, it could have done all the buying of Urma Brand without tacking on a string of profits which the suckers must pay. But, no. That would never do. In that Creasey would get only one crack at his members. So he organized Urma Products to contract with Tom, Dick and Harry. And to sell to the Creasey outfit.

¶ In this way Creasey gets two or more profits instead of supplying his victims at "3% above cost".

¶ But still the darned fools pay $25 each into Urma Clubs to advertise the brand. Well, there is a sucker born every minute and he lives twenty years. And this seems to hold good in Creasey territory.

¶ Our thought is that in some sections twin suckers are born every thirty seconds. Otherwise the Urma Club graft wouldn't be so easy.

¶ What, what? What the ——, Bill? What the ——?

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# Saturday Evening Post and Retail Grocers

A LENGTHY EDITORIAL APPEARED IN a recent issue of the Saturday Evening Post, which expounded the views of this publication on the retail grocery situation.

¶ The author attempts to enlighten his readers in the modern way of buying groceries and the present-day independent grocer is accused of being a back number, a degenerate, an inefficient and unsanitary storekeeper. He is also accused of being a price juggler and a hoarder and profiteer.

¶ "When buying of a chain store, the customer receives the benefit of buying power, which means lower prices." Also, it assails the independent grocer with impunity by stating that the public is assured of fresher and cleaner merchandise from the chains.

¶ What kind of propaganda is this? It seems that the exceptional breadth of vision and sobriety of judgment of Ben Franklin has not been inherited by the Post.

¶ Without a doubt, this iniquitous piece of propaganda is paid advertising, carried by some chain-store organization whose Friday evening cut-throat advertisements in the dailies have withered in importance.—*Grocers' Association News.*

"Where are the benefits"? asks a Creasey member at Green Bay, Wis. "I see them talk so much about the benefits from belonging to the Creasey game, and judging from my own experience, the benefits are all Creasey's." His question reminds us of the old lady who was told there was a lot of money in the poultry business. "Yes," she said, "I know there is for I put a lot of it in myself."

# The Bag of Advertising Tricks

By John T. Bartlett

### A Suggestion for the Contest Advertiser

A FEW MONTHS AGO IN THESE NOTES the writer gave contest methods which, judging from the correspondence reaching us, stirred up much interest. There is no doubt that advertising contests are very popular and successful at the present time. One or two points deserve additional mention.

¶ Not chance but competition should be the basis of the contest. The post office has very strict regulations on the subject of contests partaking of the nature of lotteries, and if the advertiser has any doubt on the subject, he should submit his plans to the local postmaster before going ahead with them. Various plans which are used from time to time get through only by virtue of the user's ignorance of postal laws and local laxity of enforcement. If the scheme is in the nature of a lottery, it is illegal. The fact that the advertiser has "seen it used" does not necessarily warrant him in going ahead; neither does the fact that he has read of it in a trade magazine. Trade magazines have reported contests which were illegal.

¶ One's local postmaster, however, can quickly tell a dealer what's what as regards his own plan. There are scores of contest plans strictly legitimate, yet powerful for results.

¶ Post office regulations also require that the holder of a contest, in case of a tie for first or any other place, must pay the full amount of the offered prize to each of the persons tied. If $100 is offered for first prize, and two tie, each must be paid $100.

¶ Of course, if matter dealing with a contest does not go through the mail, the post office has no jurisdiction or interest in the enterprise.

### A Rest for an Advertising Plan

¶ "One of the most consistently successful advertising plans we ever introduced," the dealer recounted to me, "seemed to go stale at last. We didn't know why. The plan was a confidential advance announcement of a special sale a week ahead of the public announcement. The advance announcement went to a list of our charge customers. We told them what we planned to offer, and gave them first whack at it—for a week before the sale opened they could come in and buy.

¶ "For a long time after we introduced it this plan invariably pulled well. Then something seemed to go wrong with it. It didn't have the old-time yank. So we dropped it.

¶ "Two years ago we tried the same plan out again. It worked finely. We are still using it, and getting splendid results."

¶ There is a valuable retail advertising idea illustrated by this incident. At one time or another any store which advertises much has a similar experience. An advertising plan or method which has paid handsomely for quite a long time either suddenly or gradually goes stale. It seems to have lost its old-time power. It is tired. It needs a rest.

¶ Well, give it a rest; but don't assume that it has lost its value for all time. After a period of months, maybe even years, give it another trial. It may then pull even better than it did in the first place.

¶ Various things cause an advertising plan to go stale. Competition sometimes does. The plan described by the merchant above is not a new plan. Other stores in the same trade perhaps learned of the advertisers' success with it, and introduced it, too. Too great use of it killed the power in it—temporarily. In the inevitable reaction, advertisers dropped it; the public had a rest from it. When the original user came back to it two years ago, his own charge customers got a good kick out of it again.

¶ I have seen other advertising plans go stale because the merchant worked them too hard. Experimentally, to cite a typical example, the retailer compiles a list of personal customers of all store employees. He sends a filled-in letter, calling attention to a coming sale, to all of these. The mailing pulls surprisingly. The merchant, pressed with many matters, does not get around to send another such mailing for three months. Again it pulls surprisingly. This time the retailer has his mind on advertising, and he decides to send out this mailing regularly.

¶ A nice point of judgment is going to enter right here. How often shall he put out a mailing? It is going to be a very easy matter to get the mailings too close together. The mailings which can be sent most frequently are on foods. Many grocers and general stores have found it practical to use weekly mailings, without running the list into the ground. Few other stores in experience find they make mailings to the same list pay out on a basis of closer intervals than thirty days. The number of stores that keep a mailing pulling well by spacing it three months or so apart is still greater.

¶ I am speaking, bear in mind, of a single general list. There is nothing to prevent any store having a number of different mail advertising plans, different lists being used for each and

mail advertising leaving the store every week in the year with profit.

¶ A good rule, when an advertising plan is not working as it used to, is, first, to lengthen the period between sendings. Don't send a new mailing until the last one has paid out. This may mean dropping the plan temporarily. In any event, don't assume—this is the common error—that the plan is permanently valueless. Come back to it after a time, and give it a trial. It may work better than it did in the first place.

¶ Look over your advertising garret. Maybe you have a once profitable plan there which would "go" splendidly today.

### Half a Dozen Ways to Put the Cart Before the Horse in Retail Advertising

¶ To advertise to get new customers when trade possibilities in present ones are only scratched.

¶ When the crowd which passes the store—reached via the window—mostly walks by without being advertised to aggressively; yet the dealer spends hours cogitating newspaper and mail advertising plans.

¶ Getting new customers into the store to buy merchandise which will only dissatisfy. New customers are principally valuable only as they become repeats. No business can be built on one-time purchasers.

¶ Advertising in newspapers special offerings, etc., which store clerks learn about only when the customers come into the store.

¶ Stop loss advertising rather than for-direct-profit advertising. Advertising is too powerful a business to be kept shackled to the task, and the task alone of moving out of the store bad buys and other "stickers" and "Santa Clauses."

¶ In a recent case an advertiser, who has put the cart before the horse by spending considerable sums on newspaper advertising while slighting his windows, was moved to give intelligent attention to his windows. A window outlay approximately one-twentieth of that put into some of his newspaper ads pulled more direct returns than the newspaper advertising, although the latter was quite profitable. The store previously had not begun to turn into cash the possibilities of traffic in front of its doors.

¶ A second retailer recounted to the writer that he had unsatisfactory results from direct mail advertising until he began to use it on customers as well as on non-customers. From customer lists he got excellent returns—such returns, in fact, that he was able to cultivate non-customers at the same time, standing the higher expense of selling them, and building up his customer circle constantly.

¶ All the other "cart before the horse" practices are so common that almost any retailer can find them right in his own neighborhood—I was going to say block.

¶ So long, though, as he doesn't find them within his own store he will not worry much.

¶ Every city of any size has certain stores which demonstrate daily good retail advertising. Among these, department stores appear much more often than others—probably not alone because department store merchandising is very highly developed, but also because the volume has made it possible to give an amount of attention to advertising which has resulted in discovery of basically sound policies. In other retail trades there is tremendous opportunity for improvement. Instance after instance of "cart before the horse" practices are found.

¶ Examine your own advertising. See if you are offending in any of the ways suggested.

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## Self-Evident Failure

HAD DIRECT DISTRIBUTION PROVEN A success Proctor & Gamble would not have resorted to bribery of jobbers to take on their lines again.

¶ The very fact that Proctor has paid big prices for Judas Iscariots to betray their brother jobbers is proof that Proctor & Gamble failed at direct selling.

¶ And whose orders hurt them most? The little retailer's of course. P. & G. could handle the chainstore business direct. In fact they are handling it direct. But they couldn't hold the thousands of little grocers on whom they depend for distribution—the small fry that pay a profit.

¶ Good enough. The chain business yields no profit. The thousands of little fish pay the dividends. In order to reach them and keep the millions flowing in Proctor found he must have some jobbers, no matter what the price of Iscariots who would do his dirty work after having been booted by Proctor.

¶ In the Proctor & Gamble case we have ample proof of the power of the little grocer. Without him no manufacturer can succeed.

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Out of 23,000, more or less, grocers that Creasey claims to have gotten money from, there are probably a few hundred boosters. But what fine nick-names the others have for "Dad". The letters from some of the few hundred abusing me for telling what I know of the Creasey game have stopped coming. Why? If all have been heard from, why not round them up again Mac, and let them start all over. I've forgotten who they were by this time, so I might think they come from a new bunch of simps.

# Tips for Live Clerks

## Your Prices

THERE ARE THINGS ABOUT PRICES that a clerk, if wide-awake, is sure to learn through experience. I walked into Lyman's when a price incident was nearing the climax. The article was one of the most costly that the store sells—one of the best of the modern ranges; the price, as I remember it, $215. A good customer of the store came in, looked it over, and offered $205. Brill, the clerk, feeling a big sale all but within his grasp, told the customer he "could arrange it"; and the customer left, believing she had bought the range for $205.

¶ When Brill submitted the offer to Lyman, the latter immediately said, "No." The price was $215, and he positively could not cut it.

¶ This was the point at which I arrived. Brill said: "Well, I'll go out to Mrs. Brown's, and see if I can sell it to her at $215."

¶ He went out, and did some real selling—and sold the range at the original fixed price.

¶ Lyman has accumulated a big fortune in his business and it is partly beyond any doubt, due to his good judgment in fixing prices. Every good merchant, every good clerk should bear in mind, sets prices which he believes can be obtained. Right at the outset the clerk should be sold on that fact—prices set for him are prices which can be obtained.

¶ In a majority of instances in which a customer "makes an offer" a quick come-back, "we have but one price, and it is the lowest we can possibly make," is the logical beginning to an aggressive selling effort. Turn back to the article then, and talk its quality points hard. Switch the argument from price to quality, and sell the customer on the quality. If he is human, you will soon have him feeling cheap because he has questioned the price of your meritorious article, and he will end by buying.

¶ Carrying offers to the "boss" is weak selling, and a bad habit to get into. However, this does not mean that the clerk should not talk prices with the "boss." He should. When, after learning an article's price, a suspiciously large number of inquirers "walk out", it is time to investigate. Call up other stores incognito and feel out the market. Report the situation to the "boss." He may decide he should cut the price, to move the article.

¶ Keeping check on the prices of other stores is always a mighty good idea for the clerk. Most merchants aim to keep even with competition. The clerk who knows what his goods are selling for elsewhere is never flabbergasted by the customer who declared: "So-and-so is selling this cheaper." To begin with, he knows whether the assertion is true. If it is not true he can suggest tactfully that the customer is mistaken, and that the latter use the store 'phone to inquire. If it is true, he can have his "come-back" ready for instant use.

¶ Then there is the other side: He knows when he is selling cheaper than other stores. He can use this fact for all it is worth with the bargain-hunting type of customer.

¶ A dealer said to me: "I notice that every little while my clerk Simmons would have a streak when his sales were away above those of other clerks. I inquired to learn why. I found that he kept carefully posted on our bargains. Not waiting for the store to advertise them, he located them himself, and then talked them hard, in and out of the store. I expect every clerk in the store to do that now—show them how. They're making more money, and I'm making more money, in consequence."

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## Eventually the Inevitable

WHEN YOU SEE A PANCAKE COMPOUND like Aunt Jemima advertised in the Saturday Evening Post at $7,500 per page, you may rest assured the packers are not giving consumers their money's worth.

¶ Furthermore you can confidently expect to see the stuff sold direct to chains direct or through Creasey and the Desk Lizards at less than independent grocers pay.

¶ Eventually it must be sold by hook or crook. Having no merit the advertising cannot move it. Then the makers must adopt a crescent-shaped policy, bribe some and abuse many to get money to pay the Post.

¶ When wholesale grocers refuse to fill orders for such goods as Aunt Jemima and retailers refuse to rob their customers with such mixtures both factors will have established their usefulness in distributing food stuffs.

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"What's it worth to you?" asks Mac of grocers who read or get the "Die-jest". Some grocers seem to be a little backward about answering. And then Mac says—"All we want is hardly sufficient to cover the cost of addressing and mailing the publication, One Dollar per Year!" Go ahead boys, send in your dollar for the hoodwinking sheet, for it costs 24 cents to mail 24 copies, and it costs 8 cents to address 24 copies (at the rate of $3.25 per 1000). That's a total of 32 cents for the addressing and mailing which Mac says is barely covered by your dollar.

# Famous Business Proverbs

By John T. Bartlett

*The ox would trappings wear;*
*The horse plow's yoke would bear.*—HORACE

ACROSS THE LUNCH TABLE MY HOST leaned, confidentally saying: "You don't know anyone with $30,000 for the best little business this side of the Rockies, do you? If you meet up with him, send him to me! I'm fed up with having a business to attend to all hours of the day. My wife and I figure to sell out and go to California. We'll rest up. Maybe I'll work for another man for a while. Then I'll pick up a business with the right layout, and get back in the swim."

¶ My reply was that, if I did possess the indicated information, I would send the $30,000 gentleman to someone else. Nothing is more incomprehensible—viewed with hindsight—nor more common, as a trait of human nature, than the restlessness which comes over some men who, in very quick time, have made a big stake in retailing. My host with the California intentions "struck it rich" to this extent: he established a business in a location which was almost diabolically well suited to it, as events proved. He was so poor at the start that he argued for two weeks with the landlord before the latter would let him go in. He began to "clean up" from the start.

¶ He has saved his surplus. Temporarily he is stale on the business to which he has devoted himself with great industry. He is dissatisfied with his little jewel among business enterprises. It lacks luster. He would rather trade it for something else.

¶ I advised him to take a three month's vacation, and hunt big game, play golf, or otherwise get the ailment out of his system.

¶ Horace, sage old Roman, put it: "The ox would trappings wear; the horse plow's yoke would bear." Our shrewd old ancestors went a step farther—they prescribed for the disease: "Let well enough alone!" Constant money-makers among businesses are not the easiest things to find or create. When, to the owner of such, distant pastures look green, "Let well enough alone!" is good advice—plus a real vacation from work.

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# No Jobbers—No Retailers

## When Wholesaler Is Eliminated Retailers Perish—Chains Take Both Sides

ANY WELL-INFORMED BUSINESS MAN will tell you there are no independent retail grocers in Philadelphia. And there's a reason.

¶ The chainstores and buying exchanges eliminated the wholesale grocers from the City of Brotherly Love. The independent retailers then had no wholesalers to supply them. So the chains gobbled up the stores and now Philadelphia is simply a chaingang insofar as the grocery business is concerned.

¶ New York City is in about the same condition. In that great city there are few wholesale grocers as we know them, distributing all manner of goods to retailers in case lots. New York wholesale grocers live by catering to hotels, restaurants, ships and other large consumers and by selling broken cases to the push cart peddlers.

¶ The editor met one of New York's largest wholesalers in a Seattle jobbing house recently. The gentleman was amazed at the shipments going out to city grocers and simply flabbergasted by the ten and twenty case orders going to country merchants.

¶ "Our business is large," said he, "but we get no such orders as this house is shipping today. Our business is more like retailing to retailers."

¶ Of course the big New York jobber gets none of the chainstore orders. Nor does he get any of the buying exchange business.

¶ Pretty soon the jobber who is retailing to retailers will throw the sponge and quit. Then the jitney retailers not being able to buy the loads sold by direct distributors will have to buy from the chainstore—from their ancient enemy. Then it's curtains for the independent retailer.

¶ Better think it over, boys. In eliminating the jobbers' profit you are simply eliminating yourself from the grocery business.

¶ We have examples in plenty. In every instance where wholesalers have been eliminated there are no independent retailers.

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¶ Poor old traitor McKechnie! He is giving off the death rattle. Soon he will be thrust out in the cold cruel world without a job, a victim of his own perfidy, crying that the world has it in for him.

¶ Mac's paper which he doesn't own has two ads—Urma Products and The Merchants Digest—both belong to Creasey.

THE
MERCHANTS'
FORUM
Open for the discussion of all subjects touching the grocery and general merchandise business by our subscribers

THE SEARCHLIGHT ON CREASEY

East Palatka, Fla., Dec. 20th.—To the Editor. Some time ago we received a copy of your paper and we noticed it contained quite a number of articles with reference to The Creasey Corporation. These articles were quite interesting to us as we were one among the number that "bit."

We are enclosing you herewith all of the correspondence we had with these people, which explains fully the experience we had with them. We thought this might be of interest to you and might assist you in your fight against this concern.

If you can give us any information that might assist us in getting our $300 back, we would be glad to divide with you.

When this correspondence has served your purpose, will thank you to return same to us, as we want to keep it for future reference, in case we should ever be tempted to go into a similar proposition.

Yours very truly,
Browning Lumber Company,
By C. H. Hyde.

## Notice! Important!

¶ The letters sent by The Browning Lumber Company thoroughly expose the nefarious Creasey System. They will appear in the February issue of the *Searchlight*.

¶ These letters are not what Duncan says. They are not the ravings of an insane editor. They are not subsidized by any jobber. Not at all. They are the correspondence which passed between Creasey and a merchant who paid Creasey $300 for the privilege of buying from Creasey only to learn that Creasey's prices were higher f.o.b. Jacksonville, than jobbers' prices delivered.

¶ The merchant offers us half if we will reclaim the $300. We have written him that we don't believe we could find Creasey assets to satisfy a $300 judgment.

¶ Look for these amazing letters in the February issue.

ANOTHER HELOT SCALDED

Harrisburg, Pa., Dec. 21.—To the Editor.—Please discontinue sending us the Mercantile Co-Operator or Duncan's Grocery Searchlight as you choose to call it. We wish to get away from the monthly aggravation with which we have been afflicted since your paper turned traitor to the Creasey System. Sad, indeed, is it to see a paper once so full of good and helpful material degenerate into the hysterical, babbling thing which your publication now is.

Hull Bros.

¶ Note: It would seem that such cattle as Hull Bros., would learn to burn such letters as the above. By this time they must know that it is poor business to mail such insults to the editor, but it seems they will not learn except by sad experience.

¶ Therefore the editor scalded them with the following scathing reply:

¶ Hull Brothers,
1718 N. Third Street,
Harrisburg, Pa.

¶ Dear Sirs:

¶ In reply to your insulting letter of the 21st will say you state an untruth when you state that the Co-Operator formerly contained helpful articles. It contained nothing but lies and frauds helpful to the Creasey Corporation in trimming suckers. It was openly and avowedly the mouthpiece of L. L. Creasey. It bottled up the truth about Creasey's failures

# ATTENTION!

## QUALITY GROCERS

**Quality Matches -:- Non-Poisonous -:- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

and concealed his depredations. It told you Creasey was conducting a co-operative concern when in fact he was and is owner and operator of a corporation that has fleeced thousands of struggling grocers.

¶ So when you state that the paper has degenerated you publish yourselves as ignoramuses who don't know a paper when you see it, or as unmitigated liars who will insult publishers at the behest of the rascal who will sooner or later trim you out of the money you paid him.

¶ I judge you sent a copy of your letter to McKechnie, Creasey's hired traitor, and that he will publish it. So this is to tell you I will publish it together with this reply in order that the world may know you are ideal Creasey suckers.

Yours truly,
Robert G. Duncan,
Editor and Proprietor.

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BIRDS OF PREY GOT THEM

Powers, Ind., December 27th.—To the Editor. —We also want to tell you we were a L. L. C. sucker. Cost us $50 to learn but that is all they ever got out of us. He certainly employed some slick birds to go out and get us fellows. But we are hoping you put him on the run. Do not read the Mercantile Co-Operator very much but picked up an August number and caught the word "Creasey" and found out we were not the only fish in the sea that got caught.

Shaw & Pantle.

¶ Note: You see how much interest there was in the Co-Operator as the official organ of Creaseyism. Shaw & Pantle probably regarded the thing as too vile to read. It was only when they saw it carried hot stuff for Creasey that they became interested.

¶ Observe that they say Creasey "employed some slick birds to go out and get us."

¶ Yes, they are probably birds of prey—the only kind of birds who will lie and cheat for Old Creasey. It takes exactly that sort to go about the country defrauding grocers for the old fake co-operator.—*Editor.*

LIFTED FROM DIE JEST

We reprint the following from the Creasey house organ. It was the only specimen of defence appearing in the December 15th issue of Creasey's subsidized rag. It says:

Kalamazoo, Mich.

L. C. Mercantile Company,
Chicago, Ill.

I have been a member of the L. C. Company for about six years and I have attended four of the annual meetings and I want to say that I have found them very profitable.

I had one store that was doing a business of $325,000 a year and we passed through that store daily an average of 1,079 people so the cash register showed as high as 2,800 cash purchases in one day. I have been perfectly satisfied with your way of doing business and I positively know that I have saved my $300 each year on drop shipments alone, say nothing of other purchases. If any member of the L. C. doesn't get his money's worth it is because he doesn't use it and it is his own fault.

Just think of it if a dealer only sells one box of soap a day and saves 50c on that. His extra profit is about $150 a year on that item alone. Just this co-operation is going to save the small dealers and it gives them the way to meet the chain store price. I want to say that I am reading both the Digest, also Duncan's Co-Operator (the insane man's paper) and I can only say to those who are dissatisfied with their purchases of L. C. Company stock is that it is their own fault because they don't use it and let the jobber's salesman talk them out of it.

Begin today and buy off your own house and save the dollars that rightfully belong to you. Get busy now and find out what your stock is worth every day to you.

Respectfully yours,
S. O. Bennett.

¶ Note: The above may be true but we don't believe a word of it. Bennett says he owned one store that did a business of $325,000 yearly. Maybe so, but if so he was in damn small business to deal with Creasey.

¶ We have never found a thousand dollar a day store buying from Creasey. So we don't believe a word that Bennett says in his letter to the L. C. (Loosely Conducted) Mercantile Co.

¶ Furthermore, we invite the Kalamazoo man to send invoices proving his savings.—*Editor.*

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## Ask Them This

WHEN CREASEY'S HIRED LIARS TELL you Creasey is helping you fight chainstores, ask them, "What about Creasey's Chainstores, the Brite Mawnin Way Stores?"

¶ He will of course try to lie out of it, but just the same Creasey attempted to set up a consumer-owned chain to compete with the suckers who bought Creasey service contracts.

¶ Sure the Brite Mawnin Way Stores failed. But did Creasey ever start anything that didn't fail?

¶ Forty Creasey wholesale houses failed also; but I beg you to believe that Creasey hasn't lost anything by the failures.

¶ Ask them about the Brite Mawnin Way Stores when they tell you Creasey is helping independent grocers fight chains.

¶ Yes, and then ask them why Creasey advertises himself as the owner of the largest chain of wholesale grocery houses in the world.

---

"Mac's market letter" in the "Die-jest" should be dubbed "Scissors and Paste". Let Mac explain why.

# The Independent Line of PLAYING CARDS

**The Line That PAYS BETTER PROFIT to the Trade**

### Betsy Ross

Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf

A superior card for home and club play.

1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless

A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

### Midland Special

Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross

Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**

# Are You Thorough?

Who and what are the best retail salespeople is a question. To answer completely all of this is hard. It is enough to say that the best salespersons are the ones who are the most thorough.

What goes to make this quality of thoroughness is also hard to say, but to give the clerk an idea of what a thorough man can accomplish in any line it might be pointed out that Roger Sherman was classed as the most thorough shoemaker in his town, before he became known as a wonderful statesman.

Benjamin Franklin was a most thorough printer, he made his mark in history.

Garfield was a most thorough mule driver before he became the same kind of a president.

Lincoln was a rail splitter and a good one. Grant worked in a tannery, and so on through the history's pages. A man who makes his mark usually is found to have been thorough in whatever he has previously undertaken.

A salesperson to reach the top, must also possess this habit of doing things well, or as sure as fate, never will get within striking distance of big business.

What shall you do to gain the prospect's or customer's interest? The character of the salesperson must answer that. Some people have an inordinate and unfailing appetite for mere information. Their collector type of mind finds interesting every subject under the sun. Such people you can fascinate for hours with curious bits of information about your goods, your house, and so on. Anything humorous or pleasing is likely to hold interest.

Like attention, the only interest that can ultimately be of any value to you is interest pertinent to the sale.

This suggests that the first type of interest, the interest of curiosity, may under good conditions be almost dispensed with. If you have used your eyes and ears and your mind in securing attention, you may force the prospect to jump immediately to the latter form of interest. For the best word and best act in attention getting is also one which connects with the buying motives, or the man's particular buying motive. So, attention may be converted at once into the deeper interest.

Make people feel that if they fail to purchase, they, and not you, are the losers.

Make them feel the goods you offer are good value, and that you know it.

Impress your customer with the idea that they need what you have to offer. Sometimes the less pressure brought to bear, the quicker this is accomplished.

Make your opening argument like that of a good lawyer. Present your case and array your evidence of worth, also as a good lawyer does. In other words, use tact with every prospective customer.

Tact is the ability to use natural powers, acquisition and opportunities, each to the best advantage in specialty salesmanship.

SUCCESS FACTORS IN SELLING AT RETAIL

Knowledge of the goods you sell from the sales and technical end.

The best way to show the goods to your customer.

Complete knowledge of the use of the article or goods you sell.

The strongest talking points brought forward in a forceful manner.

The power to make a forcible and convincing demonstration.

The development of a strong line of answers to stock objections.

The perfection of the best way to make your opening remarks.

Preparing an essential, interesting sales talk.

Ingratiating yourself in the estimation of the customer.

Keeping careful records of your errors and avoiding repetition.

Studying the store's problems and making them your own.

Selling every customer a little more or better goods than they came in to buy.

---

## Paid in Their Own Coin

THE MANUFACTURER WHO PERMITS the Creasey Corporation to slaughter his prices in plundering grocers on the sale of worthless service contracts will eventually find Creasey advising his members to buy the Urma Brand of the same thing.

¶ It never fails. Creasey uses other mens' lines to sell service contracts and immediately urges the sucker contract-holders to stock Urma Brand.

¶ It serves the manufacturers who double-deal through Creasey right. The sharp tooth of ingratitude is good enough for them.

---

¶ They have my permission to print a million lies about me, but I do wish they would be careful how they print the truth in case I go wrong.—Robert G. Duncan.

# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

*A Good Advertisement for your Store.*

*Just the thing where Competition is keen.*

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day — George Washington's Birthday — Easter — Halloween — Christmas
Valentines Day — St. Patrick's Day — Patriotic Days — Thanksgiving Day — Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

## Electric "Shock" Machines Goes Over Big

The Specialty Manufacturing Co., 123-125 S. Jefferson St., Chicago, makers of vending machines of every description, including gum-ball,

peanut, package-gum, ice-cream-bar, breathe-pellet and postage-stamp venders, and also special machines to order, are at present pushing an electric "shock" machine that attracts business.

This machine, the "New Acme" produces an electric vibratory current which can be increased at will, and which is indicated by a pointer on a dial in plain view. Only one dry batter is used, which is unusually good for from 1,500 to 3,000 plays. It operates with a cent, but can be specially arranged for 5-cent play, if desired.

In addition to the practical features of the machine for use in giving electric and vibratory treatments for a multitude of ailments, it is one of the best amusement and fun-making devices being offered to the public. It is not unusual for a crowd to gather around the machine, each person playing it in turn in an endeavor to outdo the other fellow. This feature alone produces many dollars in revenue.

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¶ Only fools and knaves rely on lies and slanders to make a go of it. Wise men know that a lie hurts no one but the liar.—Robert G. Duncan.

## Art Novelty Sewing Bag

Beers Keeler Bowman Co., Inc., Norwalk, Conn., are manufacturing the New Art Novelty Sewing Bag pictured below.

This attractive sewing bag is something that every woman will be interested in. The head is made of china and a silk skirt is so arranged that it forms a bag with two tie strings. This bag can be used as a sewing or evening bag and is a very attractive article for Milady's dresser. These bags come in assorted pastel shades of silk and also in attractive designs or cretonne and can be sold at a price that will appeal to many of your customers.

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### Dealer Price Agreement Upheld by Court

Personally, I have tested this out. I got up an agreement, a license agreement based upon that theory and placed it on every contract of sale and on every package and on every acknowledgment blank, acknowledging an order and so on, and the dealer signed an agreement that if he wanted to sell at any other price than the regular stipulated price, he should remove the name and the guarantee and the trademark, and then it became his to do whatever he pleased with it, or if he did not want to do that to send the goods back and we would send him blank goods instead. Try as I could in order to get a precedent, I never could get anybody to return the marked goods and take blank goods instead. I never could get them to do it, and the only case in which that was ever tried was in New Jersey, where the Hahne department store cut the price and we tested the agreement and in the lower court it was upheld. It was never appealed and never tried

out finally, but the lower court seemed to observe the justice of the argument that I have just made to you and the fairness of the appeal, upheld the agreement and issued an injunction restraining the Hahne department store from continuing to cut prices.

I believe that advertising when used properly, does permit of lower prices, that the manufacturer does set lower prices than the haphazard prices. I have lots of evidence of that. If left to dealer the prices average higher. There is an occasional cut, but they average higher Any man will work on a lower margin of profit if there is a sure guarantee of profit than he will if it is a speculative profit. It is in the interest of the consumer, it is in the interest of the great bulk of legitimate dealers, it is in the interest of advertising as a whole and of manufacturers who put out advertised products.

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## Uses Radio to Draw Trade

Mr. Joseph W. Noble, Philadelphia, Pa., has installed a new Fada Neutrodyne Radio Set and expects to use it profitably many winter evenings entertaining customers with the aid of this wonderful instrument. Many other merchants could use this idea to liven up their stores this winter.

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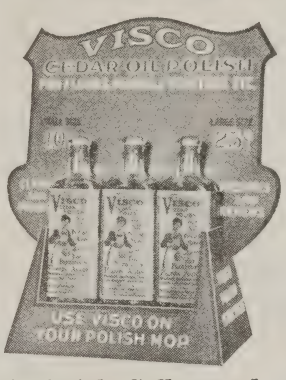
Mac's Creasey and Urma paper has a coupon for a subscription. When you sign it and send your dollar to cover 32 cents' worth of postage and addressing, you have got to say "please send me" the paper. Foxy, that, making you say "please" to get the paper in addition to sending a whole dollar! Makes you feel like you were really going to get something, doesn't it?

George W. Dickey of Shelby, Indiana comes to Creasey's rescue this time, in the "Die-jest". No matter how many grocers are robbed, as long as this Dickey-bird gets *his* divvy, everything is O. K. Wait till he joins the ranks of the thousands who have put up so that he and Creasey can keep out of the devil's clutches.


# VISCO




**Cedar Oil Polish**

***A quality product, sold at a price permitting a quick turnover at a good profit***

**A Quick Seller and a Good Profit**

Every Visco sale means a good profit. Every customer means another—through satisfaction not only in quality, but in price. Visco's ten cent size is the equivalent of most twenty-five cent packages, while the twelve ounce, twenty-five cent bottle stands alongside the ordinary forty or fifty cent bottle. And, even with a sale making price, the percentage of profit is gratifying.

With each initial order for one-half gross or more, the attractive, lithographed display stand shown above is furnished without charge.

**The Visco Chemical Products Company**

736 Frankfort Ave., N. W. Cleveland, Ohio

# CLOCKS

ALARM
WALL
HALL
MANTLE
CHIME

**The largest exclusive Clock Jobbers. Complete line of new 1923 Alarm Models—Tom-Tom, Tiny-Tim, Tat-Too and Ti-Tan**

**F. W. JANSEN CLOCK CO.**

215 W. RANDOLPH STREET - - CHICAGO, ILL.

# Your Income Tax Return for 1923

*Article 2*

TOMORROW MORNING A REVENUE agent from the internal revenue collector's office may step into your place of business and demand the records from which you made up your last income tax report.

¶ The governmental order that every retail merchant must keep books is not intended to hamper or cast reflections on anyone. Nor

would the visit of the revenue agent necessarily imply that your last income tax return had not told the truth about your earnings.

¶ When the government tells you that you must keep books which can later be audited, if thought best, for income tax purposes it is protecting you as well as itself. Many a retail merchant, because of insufficient and incorrect records, has over-paid his income tax. Only complete and accurate books will tell you and the government the truth about your earnings.

¶ In the previous article on this subject we listed the main figure facts that must go into your income tax return.

¶ Boiled down to a single sentence they are as follows: Every business transaction taking place in your store during the year must be represented on the return which you will file before March 15, 1924.

¶ How can the thousands of business transactions made in your store during a year be condensed into a complete, truthful income tax return? Is there a simple method for obtaining this information?

¶ Those questions can best be answered by describing the easiest and simplest method yet worked out for handling this job. It is the simplified accounting plan that, in actual practice, will make it possible for you to prepare an income tax return in less than an hour. As easy for you as it is for hundreds of other merchants who are using it today.

¶ Each day list on a single sheet of paper—we will call it the daily distribution sheet—all sales slips; check stubs for purchases, labor, etc.; merchandise returned memos and similar records. On this daily distribution sheet there is a column for each kind of transaction. Charge sales items go on one column; cash sales on another; merchandise purchases on another; and so on. After that is done, total up each column.

¶ This daily distribution sheet is a complete history—a daily newspaper—of the previous day's business.

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

¶ Now to transfer these facts into a permanent record, where they will be handy when income tax time comes.

¶ This permanent record is the general ledger. Nearly every merchant has various ledgers where he keeps groups of accounts. The general ledger is simply a grouping of all accounts.

¶ Post the totals of each column of figures appearing on the daily distribution sheet to their proper accounts in the general ledger and immediately strike a balance of each of those accounts. A matter of a few moments' work at the most.

¶ As you have an up-to-the-minute balance for each account in the general ledger it is easy to find out, for income tax return purposes, just what are your total expenses, gross profit, net profit, etc. for the year. For instance, your expenses are a total of the last balances appearing on all expense accounts in the general ledger.

¶ If you do a charge business you will, of course, have a customers' ledger to which you will post daily each account. By keeping each account balanced daily and by keeping one control account of all of them in the general ledger you can find out at any time just how much money is out on such accounts.

¶ This describes, in brief, a system that will satisfy the government's demands and that will also give you a daily, monthly and yearly history of your own business.

¶ Any reader desiring more detailed information about the workings of this system can obtain it by writing to the editor who will see that a pamphlet describing all the steps in detail is forwarded to you.

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¶ For every lie Creasey prints about me I will print a dozen truths about Creasey. And it is the truth that hurts I beg you to believe.—Robert G. Duncan.


## Sectional Price Cards

Patented July 6, 1920—Nov. 29, 1921

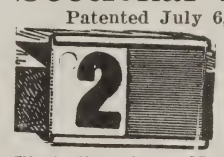


Illustration shows 25 cts. partly inserted in holder by means of Card Character 2.

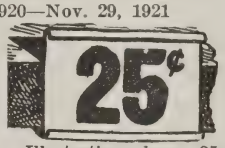


Illustration shows 25 cts. completely inserted in holder by means of card characters 2 and 5.

Used by the most progressive chain stores and thousands of individual grocers in U. S. System consists of individual characters from 1 to 0, by means of which prices are made up as required, eliminating all waste.

**3 sizes for shelf and window**
**Complete sets $5.00 and up**
*Send for Samples and List*
**Full line of PRINTED WINDOW DISPLAY SIGNS always in stock.**

**THE HOPP PRESS, INC.**
**132 W. 14th St. Dept. CJH New York**

# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

### Olsen's BASEBALL

***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

### "OH-CHARLIE!"

***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

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**3672 Milwaukee Avenue - - Chicago, Illinois**

# Government's Attitude Toward Trade Associations

*William A. Durgin of U. S. Department of Commerce, acting as Secretary Hoover's personal representative, delivered the following address before a convention of bottlers of carbonated beverages recently. The government's attitude toward trade associations and the work these associations can do to help business in general is fully set forth herein.*

We have got so many Rotary Clubs and Kiwanis Clubs and one thing and another now-a-days that you hear a speech by some representative of Government about every week. Don't you? And you find yourselves just now, I suppose, in the frame of mind of the parrot in the old story. It's the usual parrot, given by the usual renegade nephew to the usual dear old lady. The vocabulary of this particular parrot was so horrific they covered him up every Sunday morning with a dark cloth in order that he should not profane the Sabbath. One Monday the maid had no more than removed the cloth when the old lady said, "Mary, Mary, hurry up and cover up Polly. Here comes the minister!" And as the dominie came in the door he heard the parrot exclaim: "Cover me up, heh? Hell, it's been a damn short week." I am sure many of you, when you see a representative of Washington coming to talk will feel that it has been a remarkably short time since you heard the last one.

## Trade Associations and the Government

But, gentlemen, I come to you with a little message from Secretary Hoover, which I hope you will find of importance in your activities this next year and for many years to come. I want to talk to you a bit about trade associations and the Federal Government, a rather vexed question. Not more than a year ago, many association members were thinking that disabandonment was the only method of safety; but as you know, in correspondence between Daugherty and Hoover, the matter has been a bit straightened out, and the trade association is now coming to be recognized, I think, by all groups in Washington by what it really is, the basic and most important part of our industrial structure. In talking to you therefore as members of a trade association, we of the Department of Commerce speak to you as a group vital to our successful service to business in this country.

Now, in our various attempts to be useful, the Department of Commerce has been brought into intimate contact with a multitude of trade associations. Many of these associations are of long standing, and represent a profound institutional growth in our business fabric. During recent years they have been subjected to criticism because certain individuals have used the reputable cloak of trade associations for conspiracy in violation of the restraint-of-trade acts. Time was when people coming together in a trade association thought they were getting together to fix a price and that was the only possible value they could get out of it. It has been shown pretty clearly that that's a hazardous proceeding. But the men associated in the group have enlarged their vision, and now see other service of far greater importance than those few activities, which, as Mr. Hoover says, are probably "in the twilight zone." Criticisms, however, have tended to obscure the constructive functions and the valuable work of many hundred associations in upbuilding the efficiency, ethics, methods, and services of American commerce and industry.

## Purpose of Department of Commerce

The Department of Commerce was created to co-operate with industry and business in fostering all such activities. In the reorganization of the department and development of a definite program for the elimination of national waste, for industrial research, economic information, and the promotion of foreign trade, the advice and co-operation of the trades and industries have been vital to accomplishment.

There is indeed an ample field in trade association work for activity of the highest public interest and the most direct importance to each member of the trades, without any trespass upon the provisions of the restraint-of-trade laws. The vast majority of associations are engaged in activities that are constructive and are of public usefulness, and this department believes they should be encouraged.

The trade association as a facility for the promotion and self-regulation of industry and commerce has become, by reason of its scope and activity, an important American business institution. There are several hundred organizations in the United States which clearly come within the strict definition of the term and more than a thousand others which undertake to perform some of the services rendered by the avowed trade associations.

Just as a business house or an individual meets its obligations and carries on its daily relations within the community, so the trade association has a real individuality in the business fabric. Its reputation—yes, its character—may be considered good, bad, or indifferent according to its day-by-day activities and long-run policies in relation to its members, its industrial or trade group, the Government, and

the public. Of course, all trade association activities are not good, just as all individual habits are not good until so proved by their reactions on the individual and the community.

Fortunately, trade association activity is spread over a sufficient span of years to allow one to segregate successfully individual activities with an eye to analysis and interpretation.

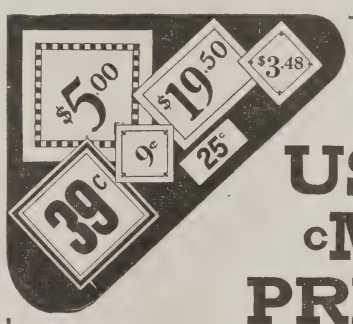
### Service of Trade Groups

The service which your group can perform, quite apart from this price-fixing which I know none of you are in the least interested to perform, seeing before you a vision of Leavenworth, or similar habitat, are many. May I outline just a few of them? One of them is statistics of the business. Most trade associations have evidenced active interest at some time or other in the collection, compilation, preparation, and dissemination of statistical material relative to their particular industries or trades. They have been considered with particular emphasis as to production, stocks, shipments, or cancellations. Sometimes the greatest desire has been for data regarding prices and orders. Statistical activity by trade associations has legal limitations. However, there is no question but that the curves in the business cycle from activity to depression have been less disastrous in those industries or trades where accurate, lawful statistical data have been available to all. Fundamentally it is impossible for business men to form vital judgments as to their future course of action in the wise and safe direction of their activities unless they are informed as to the changing currents of production and consumption, not only in their own lines but also in other lines of business, which indicate broader currents of economic life. The only criteria are statistics and if industry is to march with reasonable profits instead of undergoing fits of famine and feast, if employment is to be held constant and not subjected to vast waves of hardship, there must be adequate statistical service.

The interest of any one industry or trade, to be sound in the ultimate analysis, must be the public interest. In their legislative activities many trade associations have borne this axiom foremost. Greater uniformity as to State Laws affecting the public and industry and commerce may be brought about and the views of a trade as a whole can be properly laid before legislative bodies only through association.

### Evils of Diversification

Personally, I am connected more directly with the Hoover activity of simplification. I wonder if you know how far diversification has gone in lines other than yours. Really, it's quite an amusing story. I would like to tell you the story of single bit axes. Those of us who grew up in the country regard the axe as about the simplest form of tool. But some months ago, we had, down in Washington, the manufacturers of three lines of axes. They were offering their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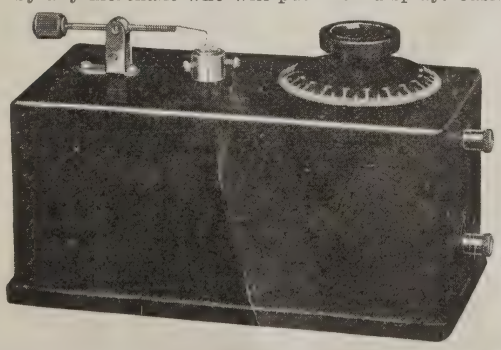
This reliable "Cherington Built" Crystal Radio set, enclosed in a mahogany case, can be sold by any merchant who will put it on display. Cash in on the demand for radio sets—this season will be better than ever because broadcasting stations are becoming more and more numerous, and the crystal set with its limited range will pick up the nearby stations and give satisfaction to the person who does not want to expend a large sum for radio entertainment.



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Retails at from $6 to $8. Ask for quotations on 10 or more sets. You can sell them this fall.

**Cherington Mfg. Co.**

**Waukegan, Ill.**

product by actual catalog in 6,184 varieties! The common brick we all learned back in grade school was supposed to be the standard 2x4x8 inches. I believe the common brick is made today in America in 57 different sizes. Wagons are manufactured in something like 1,400 varieties. And piston rings for automobiles have reached the rather appalling total of 11,000 varieties.

Let me cite you an example from a field in which you would think diversification would not apply, a style field, where sales are according to the individual taste, to wit, men's shoes. Of course you can not standardize a shoe. No. No one wants to standardize it. But some of the leading manufacturers are beginning to think you had better simplify it, because men's shoes at the present time are offered to the public in something over 100,000 varieties. One great manufacturer of whom you all know—I will name him presently—up to the beginning of last year was making 2,500 styles of men's shoes in three grades. He said arbitrarily, "We will cut our line to 100 styles in one grade." Thereby he eliminated 98.7 per cent of his variety, and retained only 1.3 percent of his former line. And his business for last year shows fifty percent increase in turnover. and eighty percent increase in sales. He almost doubled his business on 1.3 percent of his former line, and he says it's because he simplified it. Who did that? Some of us are wearing his product—the Regal Shoe Company.

### Manufacturers Making Fewer Styles

In men's hats—men's hats, gentlemen—not ladies' hats. In men's hats, at this moment one great manufacturer is offering us our choice between 3,684 styles and colors. Just think of it! And we have been making fun of the women! He carries 3,684 styles, and he does ninety percent of his business in 70 items. In other words, he has 3,614 items for ten percent of his business. But he has seen the light. He is going to cut down, and hereafter we will have to restrict our choice to about seventy varieties. Of course you and I know that the hat we buy is the one the salesman tells us looks well on us!

In this general trend we are getting a lot of support from the men who feel that they would like to do volume business. In some large industries like lumber, we are getting the greatest interest. How can you simplify lumber? You can go to New York City this morning and buy one inch board in seven thicknesses, and 2x4's in fifteen sets of dimensions. You can buy the same old kind of pine under thirty competing trade names. Lumber is tremendously interested. They are getting together in Washington in about a month, and attempt to bring some reason out of this chaos.

The milk bottle folks are getting together. In milk at this time we have 69 types of quart bottles in use in this country. In half pints, they tell us that the lady in San Francisco will only buy cream in a tall, thin bottle, whereas in Boston she will only take it in a short, squatty one. Remarkable! But the manufacturers of bottles for milk are getting together on one type of half pint; and they are going to get a notable decrease in the cost of their bottles. They are going to be able to ship in a single container.

### Attitude of Department of Commerce

I wonder if we could serve you in that field? We would be right glad to, if you are interested, but the initiative must come from you. Our only purpose is to offer the prestige of the Department of Commerce to those groups who find in such activities a constructive change in business practice; just as in our statistical service we offer it to those groups who wish to use it. That is the big message that I want to get over to you men. In the Department of Commerce you have a group utterly opposed to any interference in business, intent upon becoming the representative of business men at Washington. The whole thing is carried in Secretary Hoover's own words: "The purpose of our Department is the purpose of all true government, and that is, to improve the daily living of our citizens."

---

Ads in the "Die-jest" this month include:—Urma Flour, Urma Extract, Urma Coffee, Urma Tea, Urma Paint, Urma Spices, Urma Cocoa, Urma Lye, Urma Feeds, Urma Polish, Urma Cigars and Urma Corn Flakes. Those who pack the Urma brands have got to put up a little coin for Dad's paper, or another Tom, Dick or Harry will be selected to do the packing.

---

Dad has a little date in the U. S. Court at Freeport, Illinois on January 23rd. A dollar to a doughnut there will be a doctor's certificate lodged in evidence that Dad is unable to be present. That's because Dad won't be able to "take in" any money on that little date. It is apt to cost him a neat little sum to get out of it one way or another, because it is Mr. P. L. J. Crill's lawsuit for twenty or twenty-five thousand dollars.

---

¶ No man need fear that his good name will be filched from him. That is the one thing thieves cannot steal or assassins kill. The only one who can destroy it is you.—Robert G. Duncan.

# Don't Go Broke Figuring Profits Wrong

PRESTOLOG
(TRADE MARK REGISTERED)
PROFITMETER
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No. 556
If cost is given by the case of one or more dozens set
the line showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT
6 doz. cost $14.40
that's 20¢ each
you want to make 20%
sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

*For Sale by*

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

# Beginning with January the "Mercantile Co-Operator" has become

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¶ The new name harmonizes with the editor's desires to throw the spot light of truth into the shady nooks in the grocery business. Pitfalls, skin-games, crookedness and confidence-destroyers will be mercilessly exposed.

¶ Don't miss an issue if you want to see what is beneath the veneer of misrepresentation.

¶ Don't miss an issue if you are honest with yourself and have a conscientious regard for your fellow grocers.

¶ Duncan's Grocery Searchlight will be edited for "thinking" grocers. Don't let your subscription lapse.

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# SEARCHLIGHT

DUNCAN'S GROCERY

$1.50 Yearly

Single Copy 15c

VOL. XIII 20 S. Utica St., Waukegan, Ill. No. 3


# *February, 1924*

## Peace! Peace!
## No Peace For Preus

OVERTURES OF PEACE HAVE REACHED US FROM Governor Preus of Minnesota. ¶ Our answer is, Nix. Nothing doing ¶ Governor Preus made his bed with Creasey—he must sleep in it.

¶ It is absurd, ridiculous. The Governor pretended to despise this publication. He hearkened unto Creasey; he quit the executive mansion and prostituted his office in coercing manufacturers to sell through Creasey; he appointed a Creasey lawyer to the Supreme Court of Minnesota; he gave aid and succor to our enemies when we had them headed for bankruptcy; he delayed us in sending the Creasey craft to Davy Jones' Locker. ¶ Now let the Governor look not to us for help.

¶ Look at this from Minnesota newspaper:

### Adams Still Secretary

**Governor's Aide, Now in Duluth, Draws Pay from State**

St. Paul, January 17th, 1924

¶ Records in the office of Henry Rines, State Treasurer, disclosed today that C. R. Adams, former private secretary to Governor Preus and now managing editor of a Duluth newspaper, still remains on the Governor's payroll as private secretary.

¶ The report shows that a check for $175.00 as salary was issued for the first half of January in payment of services rendered in the capacity of secretary.

¶ The secretary's salary is at the rate of $4500 a year. The salary of the private secretary like all other state salaries is paid by the state.

¶ Mr. Adams' successor has not yet been appointed.

Entered as Second Class Matter at Waukegan, Illinois

# *What National Advertising Has Done For Business*

"FOR FIFTY YEARS, we have been weaving into our economic life, until it has become the warp and woof of our existence, nothing less than an economic poison," says Ralph Borsodi in his book, "National Advertising vs. Prosperity."

## The Poison Ivy of Prosperity

¶ Here are some of the things Mr. Borsodi shows National Advertising to have done to business. He says:

1. CREATED A WASTEFUL CONFLICT.—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of national advertisers.

2. DEMORALIZED DISTRIBUTION.—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of national advertised and private brands.

3. REDUCED THE USEFULNESS OF THE JOBBER.—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field with stores which the jobber controlled.

4. CHANGED THE BASIS OF PROFITS.—It has greatly increased the margins for profit upon lines of merchandise in which nationally advertised brands hold a dominant position, and by enabling successful national advertisers to fix the ratio of distribution to production costs, has increased their net profits while limiting the net profits of wholesalers and retailers.

5. RAISED DISTRIBUTION COSTS.—It has helped to increase distribution costs by duplicating and reduplicating parts of the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. RAISED CONSUMER PRICES.—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. IGNORED VALUE-GIVING.—It has consistently ignored the necessity of "value-giving", by pricing nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. ATTACKED COMPETITION.—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear".

9. PROFITEERED.—It has enabled the successful national advertisers to take enormous profits upon their ability in inducing the public to pay dividends upon their investments in good will.

10. INJURED BUSINESS.—It has expended millions of dollars in multiplying the agencies of consumer appeal solely in its efforts to aggrandize itself at the expense of the public, the retailers and the wholesalers; it has restricted the buying-power of the consumers of the nation, by inducing them to pay luxury prices for staples, and thus has injuriously affected the general prosperity.

¶ There are ten good reasons why every business man should read Mr. Borsodi's book.

¶ For sale by Duncan's Grocery Searchlight, Waukegan, Ill. Over 300 pages of unvarnished facts—bound in cloth. Price $3.00.

**Get the book and get your eyes open—**

**Robert G. Duncan**

**Duncan's Grocery Searchlight**
**Waukegan, Ill.**

Enclosed find $..... for which send me .....copies of "National Advertising vs. Prosperity" by Ralph Borsodi.

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On the 15th of Each Month

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*(Address All Mail to Waukegan, Ill.)*

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PROVIDENCE
RHODE ISLAND

VOL. XIII FEBRUARY, 1924 No. 3


# Creasey A Co-Operative Crook

## Real Merchant Shows He Bought Cheaper from Jobbers—Creasey Tried to Lie Out of Lies—Managers Denounced as Fools —Houses Blow Up

THOUSANDS OF MERCHANTS HAVE told us Creasey is a faker and a fraud, but we have had great difficulty in getting correspondence in which the merchant makes Old Creasey admit that he is a faker. But at last we have such letters. At last we have found a merchant who paid Creasey $300 for a service contract, knows prices, and is able to show Creasey up in his true light.

### What The Merchant Says

¶ Please be advised that this is not what Duncan says. Be cautioned that no jobber is back of this. Here is the correspondence which passed between the Browning Lumber Company, East Palatka, Florida, and the Creasey Corporation. The first letter says:

April 24, 1920.

The Creasey Corporation,
Atlanta, Ga.
Gentlemen:

We are in receipt of your letter of the 14th with reference to our note which was due on April 23rd. Beg to advise that it was the understanding with your representative that this note would not mature until after you had opened a house in Jacksonville. We have no advice to the effect that this has been done and we will thank you to advise us in this connection.

Yours very truly,
Browning Lumber Co.

¶ You see the lying organizer told the Browning Lumber Co. the note would not mature until the Jacksonville house opened, but they get dun after dun with no sign of a house or a price list. Then comes another dun. See this letter:

Atlanta, Ga.,
April 29, 1920.

Browning Lumber Co.,
East Palatka, Fla.
Gentlemen:

We wrote you about ten days ago calling your attention to a note of $62.50 with interest of 31c amounting in all to $62.81 and same is past due. No doubt you have overlooked this matter and we would therefore thank you to mail us check to cover this promptly, and your note will be returned to you stamped paid.

Your prompt attention to this will be appreciated.

Yours very truly,
The Creasey Corporation,
By B. H. Jackson.

¶ Upon receipt of the above the Palatka merchant wrote as follows:

May 1, 1920.

The Creasey Corporation,
Atlanta, Ga.
Gentlemen:

We have your letter of April 29th with reference to our note for $62.81. Under date of April 24th we wrote you that it was our understanding with your representative that these notes would not mature until after you had opened a house in Jacksonville. We asked you to advise us, but have heard nothing from you in reply to that letter.

Yours very truly,
Browning Lumber Co.

¶ To this Creasey replied as follows:

Atlanta, Ga., May 4, 1920.

Browning Lumber Co.
East Palatka, Fla.
Gentlemen:

Replying to yours of the 1st and 5th, in regard to our Jacksonville house, we are pleased to advise that same is now being opened. Merchandise is now rolling through Jacksonville.

In regard to your note, if you will be kind enough to take up same, please mail your check to the Creasey Corporation, care of Hotel Seminole, Jacksonville, Fla., the same will be much appreciated, and also be a great help in supplying this house with necessary merchandise.

Thanking you for your immediate attention for same we beg to remain,

Yours very truly,
The Creasey Corporation,
By Jas. Lyons.

¶ Observe that the Creasey house was open in Jacksonville, but the check was to be sent to

"The Hotel Seminole." The Creasey office was under their hat, as it is in many places.

¶ That didn't get the coin so Creasey wrote thusly:

Jacksonville, Fla., June 3, 1920.

Browning Lumber Co.
East Palatka, Fla.

Gentlemen:

To date we have failed to receive your checks covering payment of your note of April and May 23rd, respectively. Will you not send same by return mail?

You will be pleased to learn that we are about ready to commence business. We are putting our first merchandise in the house today, and you can look forward to receiving complete price list of stock on hand in a few days.

Thanking you for your kind co-operation of the past we beg to remain,

Yours very truly,
The Creasey Corporation,
A. J. Lannert, Manager.

¶ Please note that they were "putting the first goods in" the promised house and that a price list would be right up.

¶ Thereupon the Browning Lumber Company paid the notes as shown by this letter:

Jacksonville, Fla., June 17, 1920.

Browning Lumber Co.
East Palatka, Fla.

Gentlemen:

We received your check for $253.46 covering the four notes on your contract with us, with interest. We wish to thank you for this favor and hand you herewith the cancelled notes.

Yours very truly,
The Creasey Corporation,
A. J. Lannert, Manager.

## Price List A Delusion

¶ By June 22nd, the merchant had his price lists and found them a delusion and a snare. He then wrote Creasey as follows:

June 22, 1920.

The Creasey Corporation,
Jacksonville, Fla.

Gentlemen:

We have your letter of the 17th acknowledging receipt of our check for $253.46, covering our notes. In this connection, we beg to state that in selling us Membership your representative stated that your prices would be much lower than those of any other wholesaler. We have received a good many price lists from you, which we have gone over carefully, and with one or two exceptions, we have failed to find where your prices are so low; in fact we have been buying merchandise delivered in our store at a lower price than prices listed in your price list, and these prices were F. O. B. your warehouse. Our Mr. Lamon was up to see you last week and he stated that you did not have as much stock as we have and the prices you quoted him were higher than had been quoted him by other Wholesalers. We think you should refund us our money, because we certainly cannot do business with you unless your prices are low enough to warrant it. Please advise.

Yours very truly,
Browning Lumber Co.

## Wanted His Money Back

¶ You will note that the Palatka merchant would have liked to get his money back, and he told Creasey his prices were higher than wholesalers who do not charge $300 for the privilege of buying from them; and that Creasey did not have as much stock as the Browning Lumber Company.

## Creasey Got a Hot One

¶ In replying to the merchant's charge that Creasey was higher than jobbers, the Creasey outfit tried to bluff the merchant—tried to fool him, but succeeded only in insulting him.

¶ Here is Creasey's insulting reply:

Jacksonville, Fla., June 29, 1920.

Browning Lumber Co.
East Palatka, Fla.

Gentlemen:

We have your letter of the 22nd instant. We do not understand how you can buy merchandise at a lower price than we can as our list price is the actual cost. There is not a jobber in the United States that can buy merchandise from manufacturers any cheaper than we can buy and if you can name us an instant in any prices of our bulletin which you can buy cheaper than we quote you will certainly surprise us. We know what merchandise costs and we think you are entirely mistaken when you state that you can buy cheaper than we can.

Kindly let us hear from you further.

Yours very truly,
The Creasey Corporation,
A. J. Lannert, Manager.

¶ Let us point out that the fool Lannert virtually called the Palatka merchant a liar. And believe me the Palatka man resented the insult in true Southern style. Here is what he wrote Lannert:

June 6, 1920.

The Creasey Corporation,
Jacksonville, Fla.

Gentlemen:

We are in receipt of your letter of June 29th, and have carefully noted same. When we said we could buy merchandise delivered in our store at a lower price than quoted in your bulletins, we were stating a fact, which we can prove to you. We have been in business a good many years and we have never been accused of making false statements before. Under the circumstances we feel that you should refund our money and we will be more than glad to forward you our membership.

Yours very truly,
Browning Lumber Co.

## Lannert Crawls Like Puppy

¶ Here is Lannert's whimpering answer. It says:

Jacksonville, Fla., July 9, 1920.

Browning Lumber Co.
East Palatka, Fla.

Gentlemen:

Yours of the 6th received. We regret that you took the tone of our letter of the 29th ultimo in the wrong light. It was not our intention

to infer that you were making a false statement in stating that you could buy merchandise cheaper elsewhere. We know manufacturers' cost prices and we quote them. If you desire you can trace any of our prices quoted and will readily find out that it is the actual cost price, which we, or any other jobber pays.

Now if you can buy direct from the manufacturer, you can buy as cheap as we can, but we know not cheaper. It may be, that on some items, local jobbers own merchandise bought on a lower market, are selling them under present market price. We have that condition to contend with every once in awhile. However, taking year in and year out, we can, and stand ready to prove to you, that we can actually save you quite a nice sum of money on your merchandise purchases. You no doubt, use quite a bit of Tobacco. We give you, on drop shipments, 9% under the list price. On house shipments, your cost figures net, 7% under list prices.

We have not gotten a good start at Jacksonville, practically none of our stock has arrived as yet. Please do not become impatient. We know what we can do for you and we will be able to demonstrate same to you, if you will at least wait until our stocks get in.

We stand ready, at all times, to give you the service agreed to, under the terms of our contract. Investigation will develop that we perform to the letter of our contract and actually sell you merchandise at manufacturers' actual cost prices, plus our cost of handling.

Trusting that you will pardon us, for the tone of our letter above mentioned. We assure you that it was not intended in that light, we remain,

Yours very truly,
The Creasey Corporation,
A. J. Lannert, Manager.

¶ Let us point out that Lannert crawled like a whipped cur but insisted that Creasey was selling at actual cost. He went on to say, "*We have not gotten a good start, practically none of our stock has arrived yet.*" But just the same they were sending out price lists to their victims, goods or no goods.

¶ That's the Creasey game—get the merchant's note on false promises—tell him the notes will not mature until the house is open—hound him for payment of the notes—lie about the goods coming in—send him bulletins when none of the goods are in stock—to keep him from ordering quote higher prices than jobbers—then if he "calls" the Creasey liar who is managing the branch house, insult him by telling him he doesn't know what he is talking about—and if they tackle the wrong man, crawl out of it by publishing some more lies.

## Lannert Called and Recalled

¶ The flamboyant Lannert didn't get away with his fallacies in this instance. In reply to his string of falsehoods the Browning Lumber Company compared prices on Pillsbury Flour showing the Creasey quotation $15.65 F.O.B. Jacksonville, while jobbers were selling it at $15.50 delivered in East Palatka. And of course there would be "plus 3%" for Creasey to say nothing of the $300 they had paid for the privilege of buying from Creasey.

¶ Had this merchant been boob enough to trade with Creasey he would have paid 15c per bbl. more for flour, the freight which would be at least 50c and "plus 3%" (47c on $15.64) making a total of $1.12 more on a barrel of Pillsbury's Best Flour.

¶ See how the Palatka merchant put the crusher on Creasey. He says:

July 19, 1920.

The Creasey Corporation,
Jacksonville, Fla.

Gentlemen:

Referring further to our letters in which we stated that we could buy merchandise delivered in our store at a lower price than quoted by you. We beg to call your attention to your circular of the 14th inst. We bought Pillsbury Best Flour on that day for $15.50 delivered in our store, while you quote $15.65 Jacksonville; we bought Lard Compound at 20¼c delivered in our store, while you quote 20¼c Jacksonville. We bought a standard brand of No. 2 tomatoes for $1.35 delivered in our store and you quote $1.28 Jacksonville. We could mention any number of instances where we have beat your price and we certainly cannot do any business with you unless you get your prices down; therefore we think you should refund our money.

Yours very truly,
Browning Lumber Co.

## That Shows Creasey Up

¶ Not only did he show Creasey up on flour, but he exposed the reprobate on lard and tomatoes and went on to say he was buying any number of grocery articles at lower prices than Creasey quoted. And don't forget the "3% plus" that would be charged on the invoices had they bought of the Creasey outfit.

## A Long Silence

¶ The above letter is dated July, 1920. Evidently Lannert had no more lies to tell. The next letter is dated May, 1921. It is from Browning Lumber Company to Creasey demanding a return of the $300. It says:

East Palatka, Fla., May 19, 1921.

The Creasey Corporation,
Jacksonville, Fla.

Gentlemen:

We beg to call your attention to our correspondence of several months ago with reference to your refunding us the money which we put in your concern. In the first place, it was our understanding that we would be able to buy merchandise from you at a lower price than we could obtain elsewhere. This is not the case, for with one or two exceptions, we can buy merchandise and have it delivered in our warehouse at a lower price than quoted by you, which is F.O.B. Jacksonville. Several times we have noticed items on your bulletins which we thought carried low prices and we called you on

the 'phone as soon as bulletin was received, only to be informed that you were out of that item.

Furthermore, your representative informed us that he would only sell one membership in each locality; we understand there is another merchant here who recently bought a membership, and we think it is nothing but right that you refund us our $300. Please advise.

Yours very truly,

Browning Lumber Co.

¶ Not only did Creasey lie about the notes maturing. He lied about the price of his goods and about selling only one merchant in East Palatka.

## Lannert Repudiated

¶ It seems Lannert followed the Creasey rule of ignoring complaints. No reply was made to the letter of May, 1921, but on December 5, 1921, that cute little fellow, R. H. Dickinson, Jr., whom Creasey handpicked from obscurity to be treasurer of the Creasey Corporation, and also to be his son-in-law when the insane soldier husband of his daughter no longer disturbed the Creasey mansion with his ravings, tried his lily white hand at placating the cheated merchant by saying Lannert was a damphool.

¶ Here is cute little Dickinson's letter. It says:

Louisville, Ky., December 5, 1921.

Browning Lumber Co.
East Palatka, Fla.

Gentlemen:

I am just in receipt of a letter from our special representative, Mr. Lyons, in which he explains in some detail a misunderstanding which you had with our Jacksonville branch while under the management of Mr. Lannert.

You are, no doubt, aware that this young man (Lannert) has not been in our employ for quite some time and while your difficulties were brought about due to his lack apparently of serving you, we regret very much to learn that you still feel unkindly towards our corporation and the system of merchandising.

We feel quite sure we have evidenced our intention of carrying on this business to the best interest of all concerned and with that thought in mind we of course relieved Mr. Lannert, replacing him with a man named Price; but, unfortunately, he has proven not to be the man for the job and we have placed in charge Mr. John B. Smoot. No finer young man can be found than Mr. Smoot and feel sure he will accord you every courtesy possible and will go out of his way to favor you or any other member of that branch. We can save you money and feel that you are convinced of that and have been ever since you became a member.

We would like to continue doing business with you. You, as a business firm, surely realize it is not possible to always get men of highest caliber and men who can succeed at all times, therefore we feel quite sure that you can see this matter in the same light as ourselves and will not judge harshly, but be inclined to share some of our burdens.

Mr. Lyons advises that you were indeed quite courteous to him, that you gave him considerable of your time, however, when he had finished you felt that a settlement was due you from us. It is not necessary for us to refer you to the contract which you have as we feel that you are familiar with the terms, and we do not care to enter into that phase of the matter. We much desire to have the matter settled in an amicable way and assure you that we need you just as much as you need us.

Consider this matter carefully, and as a business firm, we feel sure we may continue to count upon your good co-operation, which we believe means dollars and cents to you.

Yours very truly,

The Creasey Corporation,
H. R. Dickinson, Jr., Treasurer.

¶ That's the Creasey system. The old Co-Operator handpicks the branch managers and rules them with rods of iron. They don't dare think out loud without first consulting Creasey. They have nothing to do but quote goods at manufacturers' list and add "3%" for Creasey. They are instructed to lie and crawl out of their lies when cornered, but when the poor simps get so rotten no one will stand the stench, Creasey has a cute little cuss of the Dickinson type to tell the victim what a damphool the former branch manager was.

¶ Observe that Lannert got "canned" but Price who took his place was no better. But—whoop! stand back and give us room! They have Mr. John B. Smoot on the job, and he is some fine young man according to treasurer Dickinson.

¶ Yes, Smoot must have been a daisy, as will appear in a jiffy.

## Jacksonville House Blows Up

¶ Treasurer Dickinson appears to have been so busy counting Creasey's money that he could not write any more. (Maybe he was busy hanging around the prospective widow—waiting to console Dad's daughter when bereft of the poor fellow who became insane from shell shock in France and whom Creasey referred to as "that thing," was out of the way.)

¶ Anyway it was several months before Treasurer Dickinson wrote again to the Palatka firm. And his last effusion is the death notice of the Jacksonville house. It says:

Louisville, Ky., June 6, 1922.

TO The Members Of Jacksonville and Tampa Branches:

We have transferred temporarily our branch warehouse from Jacksonville, Fla., to Atlanta, Ga., and you are hereby advised that you will receive service from the Atlanta, Ga., branch.

Our Atlanta, Ga., branch is adding your name to their mailing list and you will be accorded every courtesy and consideration from that and all the other branches of the organization until such time as we have been able to secure the required number of members who have paid in

sufficient capital to justify the re-establishing of that branch.

We are handling a large volume of business out of Atlanta branch and you will find there a larger assortment of merchandise to draw from and also the very best of attention to all drop shipment orders you direct to be shipped through the Atlanta branch.

We hope you will work in harmony with our Atlanta branch, giving us all the business possible and thereby taking advantage of the savings that are there for you.

Trusting our action in this matter will meet with your hearty approval, which we assure you is the best policy for us to pursue at this time, and with the assurance that we will again establish the Jacksonville branch at the earliest possible date, we are,

Yours very truly,

The Creasey Corporation.

R. H. Dickinson, Jr., Treasurer.

### Smoot Fixed It

¶ There you have a perfect picture of the Creasey system—so-called because it systematically lies from start to finish; systematically denounces the handpicked managers as fools and failures; and as systematically closes up the Creasey dumps after the merchants have been exploited on the sale of Creasey's fake service contracts.

¶ Whatever can be said against Lannert and Price it must be admitted they kept the Jacksonville dump open for eighteen months. It didn't last six months under that "fine young man," John B. Smoot.

¶ At the same time the Tampa branch went under and was removed to Atlanta.

¶ The same system of looting merchants has been used by Creasey from Pennsylvania to Puget Sound, from North Dakota to Florida, from Ohio to Texas.

¶ Yet there are grocers so damned ignorant and bereft of morality as to insult the editor of the *Searchlight* for throwing a moving picture of the Creasey depravity on the screen, in order that honest men may not be fleeced by this arch-faker—calling himself a co-operator, when in fact he operates the worst profiteering corporation in America for the benefit of his own pocketbook.

### He Shall Not Pass

¶ The editor has never promised to lay off of Creasey but I'll tell you when I will let up on him. I will ease up on Creasey when the Creasey Corporation is a bankrupt and L. L. Creasey is before the bar of justice. And not before.

¶ He shall not pass. While I live I will continue to expose the arch-faker to the white light of publicity. So you may look for more.

## Mac's Booze List

McKECHNIE IS MAKING A VERITABLE temperance squawk about his former employer being mentioned in a moonshine divvy.

¶ Well, Mac should have taken his booze catalog with him when he went to Louisville, for it has risen to smite him.

¶ Cleaning out Mac's desk at Waukegan was some job—nearly like cleaning the Augean Stables, which Hercules tackled—and we found about the same stuff that Hercules found where three thousand oxen had roosted for thirty years. And among other filth we discovered a liquor catalog giving the price of every kind of jag promoter from alcohol to Palestine cognac.

¶ Of course Mac may have locked the little booklet up to keep it from destroying the youth of the country, but if that was the idea a better way would have been to burn it. Mind you we don't say Mac bought his supply from this catalog. We merely relate that we exhumed the list when cleaning out Mac's desk.

¶ Maybe Mac was going to write a temperance lecture around this list. We don't know. All we assert is that we found the list containing the agent's telephone number carefully stowed away in Mac's desk.

¶ There is one thing however that looks suspicious to us. On the last page of the list is a rubber stamp circle with these strange symbols "*Q.L.C. Store 32.*"

¶ L. C.? Let's see. L. C. Mercantile Company, L. C. meaning low cost, we believe, or loosely conducted. Which is it?

¶ No, no. This booze catalog has no connection with Creasey. The old man is a teetotaler absolutely. He never touches a drop.

¶ We are told Creasey attempted to drink the Green River dry when a young man and found it couldn't be done; so he quit Barleycorn and became a fake co-operator.

¶ They tell us Creasey never touches the stuff. We hear he found it dangerous and that it gave him the slobbers.

¶ So this is to tell Dad that it might be well to see that Mac doesn't leave any booze lists when he leaves Louisville, lest he go away and report that Creasey is in on a big booze divvy.

¶ Look out for McKechnie. The fact that you have fed him wont keep him from biting you when he "sells out".

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¶ A man who lies will steal and rob and murder. All he needs is the opportunity. One lie makes a liar, one theft makes a thief, just as a drop of Negro blood makes a Negro.—Robert G. Duncan.

# Creasey Tries Another Crooked Bluff

## Employs "Dunn's Commercial Service" to Collect on Service Contracts —R. G. Dun & Company Will Run Down the Yaller Dog Concern

L. L. CREASEY IN DESPERATION TO collect notes obtained by fraud and deception has used every method known to crooked collectors only to get the worst of his criminal proceedings.

¶ Not long ago Creasey broadcasted a fake "Summons to Court" threatening suit and attachment of merchants who refused to pay notes obtained by "fraud and deception".

¶ That fake summons caused a riot. Creasey was so alarmed by the protests of his victims that he moved against his chosen collector by injunction in the Federal court, and then saw to it that his collector was sent to the penitentiary.

### Another Fake Tried

¶ The latest instrument of extortion to be used by Creasey is a printed form threat supposed to be issued by "Dunn's Commercial Service".

¶ Don't make the mistake of thinking this is R. G. Dun & Company. It is not. But the intent is to make merchants think R. G. Dun & Company is acting for the Creasey Corporation.

¶ A lot of merchants will not notice the difference in the spelling. Many speak of R. G. Dun & Company as Dun's Commercial Agency. So Creasey is out with a fake which seeks to involve R. G. Dun & Company in his nefarious threats.

### The Dirty Scoundrel

¶ To make sure that merchants think R. G. Dun & Company are after them, Creasey resorts to strategy in type setting. At the bottom of the form is this in black face type:

"Copyrighted, 1918 and 1920 Dunn's Commercial Service not Affiliated with R. G. Dun & Co."

¶ So the last thing a merchant sees is R. G. Dun & Company. That is conclusive proof that Creasey seeks to convey the impression that R. G. Dun & Company is on the trail of merchants who owe Creasey. A bigger piece of scoundrelism was never attempted. No man with an iota of honor will thus involve a reputable concern in his rascally attempts to extort money.

### R. G. Dun & Company on Their Trail

¶ As in all other Creasey hooks and crooks, Robert G. Duncan is first to expose this fake. The moment we saw this latest fake we went to R. G. Dun & Company for information about it. R. G. Dun & Company repudiated "Dunn's Commercial Service".

¶ They say they know nothing of the outfit. Never heard of it before. So we turned over a copy of the fake to R. G. Dun & Company and they promise to run down the outfit that is threatening merchants in their name.

### Beware of Dunn's Commercial Service

¶ A lot of our readers will doubtless get this latest fake. Creasey is in desperate straits. He must extort money from some one to keep the Creasey Corporation semi-solvent.

¶ Creasey will do anything except be decent. In his desperation he may be expected to impersonate an officer and bulldoze merchants into paying the notes "obtained by fraud and deception."

### Heed Him Not

¶ Pay no attention to the threats of "Dunn's Commercial Service". Or tell them to go to —. That is if you can find their address. The forms reaching us do not give the office address of "Dunn's Commercial Service". This leads us to believe its office is under the hat of some Creasey crook. The "fake" form does not state where "Dunn's Commercial Service" is located. It doesn't say it is a company, corporation, or what.

¶ Therefore, we have a right to assume that "Dunn's Commercial Service" is merely one of the many *aliases* used by the Creasey Corporation in extorting money from retail merchants.

¶ Just ignore the threats. Tell them to go to ——.

¶ R. G. Dun & Company is on the trail of this concern and you may rely upon it they will see that Creasey does not involve them in his rascality. This "Dunn's Commercial Service" is not connected with R. G. Dun & Company.

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## Be Careful, Boys

Go Slow, Go Slow

A GROCER WAS HUNTING WHEN A rain storm drove him into a hollow log for shelter. The log got wet, swelled up and held the poor grocer in a vise-like grip. He thought he was a goner. He thought of all the mean things he had done and prayed for forgiveness.

¶ When he thought of cancelling his subscription to the *Searchlight* and writing an insulting letter to the editor he felt so small that he slipped out of the log and then took refuge in an augerhole.

¶ The moral is: Be careful about cancelling your subscription. The price is $1.50 yearly.

# Practical Ideas for Retailers

## The New Line

¶ Place an empty show case in the front of your store where it will be seen by those who enter. Display signs in different parts of the store "What Shall We Place In This New Display Case?"

¶ Have circulars printed explaining that you want to add a new line of show case goods and are in doubt about the exact line it should be; that you are desirous of stocking goods which are wanted by your customers, therefore invite their letters containing suggestions. Ask them to tell particularly about the instances where they have unsuccessfully tried to obtain certain goods in your store.

¶ To induce the customer to write the letter offer a low priced but useful souvenir for each letter. The letters thus obtained will enable you to decide on adding the line of goods which will bring trade and profit to your store.

## The Value of Color

¶ Everything you can do to identify your store distinctly, in the public mind should be done. Every store should have an original color scheme because individuality and advertising value are obtained when your store front, stationery, labels, string, price lists, wagons, etc., are painted or printed in the same color.

¶ Such advertising adds but little to operating cost and it has value as proven in its use in large department stores and chain stores.

¶ Talk this over with your printer. Ask him what colors are easiest to obtain and to print.

## Useful Advertising

¶ If you can make your advertising in a practical form you add length to it's service for you. The following three ideas are practical and not expensive.

¶ *Car Time Tables.* Combine your business card with a time schedule of the street or elevated car lines running past or in the vicinity of your store. While the average person does not need a time schedule of the day cars such a schedule of night and "owl" cars is convenient. Cars are run at longer intervals apart at night. Such a card also can be used to advantage if you are near interboro car lines.

¶ *Paper Napkin Ad.* Supply popular priced restaurants, soda fountains, bakers and caterers with paper napkins on which your ad is imprinted. The ad should occupy small space in center. If you prefer you can distribute them to promoters of church suppers, club luncheons or you can even give them to your housewife trade for use while serving refreshments to callers. Paper napkins bought in quantity cost very little so they make an inexpensive advertisement.

¶ *Envelopes.* Envelopes printed on the back with your advertisement banded five or ten together and left at hotels and Post Office, distributed among school children, etc., make good advertisement for retailers. Many of the envelopes will be mailed to nearby towns thus carrying direct publicity value. Those distributed to children should be marked "TAKE HOME TO YOUR PARENTS." This can be printed on the bands.

## Three February Windows

¶ February is a month which includes two National Holidays and a day of observance by the young generation. These suggestions may aid the retailer to utilize his windows in the spirit of these days.

¶ *Lincoln's Birthday.*—Obtain either a statue or photographs of Lincoln and place in your window. At front of window place hand written or typewritten copies of Lincoln's Gettysburg Address which can be found in school books, or books on elocution. In the event that you possess old books containing a number of old prints of scenes illustrating Lincoln's boyhood and career it will add interest to place them in the window with pages opened at these prints. A pleasing feature in connection with Lincoln's Birthday is to have your banker obtain for you hundreds of new Lincoln pennies which you can give out in change on that day.

¶ *Valentine Day.*—A display which any merchant can make in his window for St. Valentine's Day is with the use of one or two heart shaped easels. The easels can be make either of wood or of heavy cardboard, the heart shape design being pencilled and then either sawed or cut out. Cover the boards with colored cloth (velvet) securing it with either brass tacks or glass headed push pins. Fasten an L shaped easel back to the hearts and stand in the window. Drape white or gray cloth over floor and back of window and place thereon and on easels

merchandise suitable for Valentine presents or February use.

¶ *Washington's Birthday.*—Obtain a section of tree trunk three or four inches in diameter and nail to the floor of the window. Chop off top in a ragged manner to resemble the effects of woodchopping. Force the blades of two hatchets into the top end, with handles outward. Place the staff of an American flag between the hatchets. In the window hang a picture of George Washington with a typewritten chronology of his life. Fill the balance of window with merchandise.

### Rid of Them

¶ This is merely a publicity stunt but at the same time it offers you the means of getting rid of any articles which have been around your store for a long time. Display the articles in a prominent place in your window or store and advertise that on a certain day they will be sold by written auction to the highest bidder. During the week give out an envelope entitling the holder to one bid on any one of the articles displayed. Bids should be written out, name and address of bidder signed and the sheet of paper sealed in a special envelope. State that bids can be made in confidence as only the name of the successful bidders and the amounts of their bids will be announced. This plan is a good sales builder.

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# Co-Operative Advertising

By Mary L. Tenery

Co-operative advertising is not a new thing—It is well past the experimental stage—It has been the plan whereby the raisin growers, the prune growers, the orange growers, and other organizations of California introduced their products, under a trade name, to the reading public and widened their markets until they are a definite, money-making organization, with a trade market that consumes their yearly output obviating the necessity of allowing a part of each year's crop to spoil for lack of a market.

Take for instance, the ripe olive, to use for example one of the newest co-operative campaigns of California origin. There had been a very small market for ripe olives, and there was a yearly surplus of this fruit. Then one day the olive growers met and decided that so delectable a fruit should have a wider vogue. A national campaign, to be launched through advertising in the leading periodicals, educating the public to an appreciation of this nutritious, delicious and desirable food. As a result the canning of ripe olives is now an important industry.

Yet while we are familiar with like examples of co-operative advertising and selling, of national importance, many fail to see the significance of the movement in its relation to the small retailer. They have been urged to tie up with nationally advertised products, and feature them in their displays, but they have not been brought into a definite appreciation of what co-operative advertising, on a smaller scale, can mean to them.

Of a group, who had not followed closely the movement, and queried as to the possibilities of co-operative advertising, most failed to grasp the advantage of such advertising, and seemed to have a more or less vague idea that their part of the returns would not justify its application to their business. "Why advertise, with competitors, who may reap all the profits of the ad?" one man, a grocer, asked.

As a matter of fact, this is a fear that has no foundation. The competitor benefits, it is true, but only in his just proportion to the total results of the advertising. Each is more than likely to get his own share of the new trade that is drawn as a direct result of the co-operative copy.

Advertising is an accepted fact, even for the small merchant, and as advertise he must, the wise man is always on the lookout for an advertising plan that will give him the most for his advertising dollar. Perhaps his advertising appropriation allows only a small ad, with an occasional larger one. Yet he longs to use full page stuff. The bigger the puddle, the bigger the splash, you know.

Then it is time for him to call in his competitors and start a co-operative campaign. Or better still, get in touch with the advertising manager of the leading daily paper, and get him to start one for him. If he is still a believer in the old bug-a-boo that his enemy is his competitor, now is the time for him to lay that ghost for all time. That kind of rot belongs to the dark ages. Fair and square competition is the life of trade. Unfair competition, cut-throat methods, kill trade. As one grocer, who recently entered such a campaign

said—"The day is gone when a grocer can afford to nurse a grudge against the rest of the grocers. There is trade enough for all—even the least of them—if they will only go after it in a spirit of co-operation."

In Dallas, Texas, one of the leading trade centers of the Southwest, the Dallas Times-Herald, the Dallas News, and the Dallas Journal, the three leading papers, have successfully put over a number of these campaigns. In this case the copy was turned out by the advertising department of the paper in question, and because a highly trained advertising man directed each step of its preparation, and the campaign itself, it answered every requirement of successful advertising.

To these various campaigns the merchants subscribed, each joining in the movement and paying his pro-rated apportionment of the total cost, and as there are usually a goodly number interested the average weekly cost runs around ten or twelve dollars, which, considering the number reached, is a very nominal sum. Certainly, used individually, it will not buy much newspaper space.

In order to get at the results of these campaigns, I spent several days interviewing the various merchants who had taken part in them. The druggists, for instance, have just closed their second such campaign. I found them all highly pleased with results, and the feeling was general that the two campaigns had more than paid for themselves in new trade, and in a keener appreciation of the druggist's place in the community.

These campaigns, the one organized to combat the growing tendency of customers to call on the corner druggist in an emergency, and patronize the "cut-rate" store down town at other times, and the other, to combat those stores operating, illegally it is true, without a registered pharmacist on duty at all times. The first stressed the value of the Family druggist, who stood ready to assist at all times, his willingness to serve and render accommodations of definite money value, which favors entitled him to all the customer's trade. The second brought forth in telling terms the danger of patronizing stores with no registered pharmacist on duty.

The grocers likewise united in a publicity campaign, against the cash-and-carry stores, many of them springing like mushrooms, overnight, to operate for a time, and then, like mushrooms, disappear. Here the point of interest was that these grocers took a dignified method of combating this class of competitor. There was no definite mention of the cash-and-carry in the copy. But there was much talk of the accommodation of a charge account, of a delivery service, of a grocer who was more than a grocer, an integral part of his community.

In Fort Worth, Dallas' neighbor on the West, the plumbers have just concluded a co-operative advertising campaign; in Waco the garage men used the same idea to conduct a campaign. In Houston, the druggists have conducted a like campaign, and so it goes, I could call to your attention many instances. And all with the same satisfactory results.

These merchants now believe in co-operation. They are consulting together for the common good, advertising together for the common good, and reaping a common reward. There is none of that petty spirit that reflects a petty mind at the head of a business. The character of the store, in public estimation, is raised.

These examples, briefly sketched, and the resume of the general results, should be sufficient to put the modern dealer, with limited advertising appropriation, to thinking, and start him down a road that leads to business success.

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## Going Right Down, Willie

Sun Maid Takes Another Tumble

IN ONE OF WALTER KELLY'S phonograph records the Virginia Judge says:

¶ "First case on the docket—Willie Gaylor."

¶ "Yes, suh. Comin' right up, Judge," sings Willie.

¶ "Ten days. Going right down, Willie," is the instantaneous sentence.

¶ Just so with Sun Maid Raisins. A little while ago they were comin' right up. Instantly they were going right down. And they have kept on going down. Evidently the chainstore association is not moving Sun Maids even if they are sold direct to the chains at jobbers' list. Nor is the Saturday Evening Post advertising moving the monopoly pack.

¶ It serves them right. They will probably learn the value of independent wholesalers and retailers by this expensive experience and be more careful how they give some set of chainstore magnates the best of everybody.

¶ In the meantime another crop of raisin grapes is coming on to further clutter the warehouses of this unholy combine. So if you would get cheap raisins for your customers next year just keep the Indian sign on Sun Maid.

¶ That is to say, don't buy them if you can find any other brand, and if you do buy them buy as you need them.

¶ In this way you will not finance the raisin trust, but you will compel them to finance themselves, and to do that they will be forced to cut the price and you will get a bargain.

# Making the Best of a Bad Bargain

¶ The stings of every day life are common to us all. We buy a pair of shoes that develop creaks and squeaks, but wear them out. We buy an automobile that annexes troubles like sugar draws flies, but we use it. We spend money for a play or an opera that proves disappointing, but we sit through it. We lease a store in a locality that turns out to be a lemon, but we stick to it, trying as best we can, to reconcile practice and experience with theory and judgment.

¶ It's a good faculty, this trying to make the best of a bad situation. It applies too, to many grocers who have invested $300 or more each in establishing what they were led to believe would be a co-operative wholesale house. The theory of the thing looked enticing, but they soon found that theory and experience are two different things. If wholesale co-operative grocery houses could be established to operate on a 3% basis and endure, Creasey would not find it necessary to close branch after branch, as he has done in the past two or three years. The most recent house closed was that located at Cairo, Illinois, and the merchants there who had put up the money to start it, who were instrumental in establishing it, found they had no voice in its closing. In other localities, still operating, Creasey henchmen tell a very plausible story when asked why this or that house has been closed. They tell inquirers that the reason for closing the house was that the local men there did not appreciate having the house, did not buy enough merchandise from it, and therefore it became necessary to close it.

¶ Let's analyze this situation a little. If it be true, as these handpicked henchmen state, that local members, so-called, did not appreciate the house and did not buy in sufficient quantities to keep the house in operation, there must be reasons for such lack of appreciation and lack of urge to purchase. The reasons, boiled down to two main factors, are these:

First, the prices charged were found to be so little under those of the tried and true wholesale houses, and in many cases equal or even higher, that there was no attraction. (Experience did not work out with the theory advanced by the glib service contract salesman).

Second, grocers found when trying to purchase goods, that the wholesale house carried such a restricted line of merchandise as to make it necessary to buy from other jobbers just the same.

(Again, experience assassinated the statements made by the organizers that stocks carried would be complete and would rank better than those of other wholesalers in the community).

¶ If the Creasey plunder system were truly co-operative, and it were true that grocers who put up the money to establish the house actually owned it, then upon its closing those who put up the money should by right of equity share in the sale of the assets and have a portion of their investment returned to them. Possibly even Dad Creasey will agree that that would be the honorable and correct way of closing a house. But what happens? Dayton, Ohio house stock and fixtures were shipped to Columbus, Ohio to improve the standing and inventory of the Columbus branch.

Terre Haute, Indiana stock and fixtures were shipped to Indianapolis.

Cairo, Illinois stock and fixtures were shipped to Danville.

Why is it done that way? Why not divide what is left among those who put up the money? Here's the answer in two sections—

(a) A division of the remaining assets would reduce the corporate assets of the Corporation, whereas if what is left is shipped to another house, that house benefits by just that much.

(b) Creasey cannot risk an investigation that might be brought about were he to announce a division of remaining assets, because such investigation would show that a house cannot operate on a 3% basis, and it might also show that some of the cash assets had mysteriously disappeared.

¶ For instance, the Dayton, Ohio house showed a sucker list of about 160 grocers who had put up $300 each. If we figure correctly that would equal a total of $48,000 sunk into Dayton by the misguided merchants in that community. After operating a few years, we believe it was four years, the Dayton house was closed and we are informed that the total stock and fixtures on hand, when shipped to Columbus, Ohio amounted to about $4000. On the surface, that would indicate a loss of $44,000, or about $1000 per month. It means one of two things as far as the Dayton house is concerned. Either Creasey must confess he could not operate there on his boasted percentage, or he diverted capital to other houses, or to himself. In either case, it would not be healthy to have the books and records pried into by critical and questioning accountants.

¶ The grocers located in these places where houses have been closed are simply making the best of a bad bargain. Any coterie of them, were they endowed with initiative and willingness to spend a little more money for legal proceedings, could make it pretty warm for Dad

Creasey. The result would probably be a receivership for the Creasey Corporation and its aliases, and a permanent injunction against hoodwinking grocers via the "service contract" route.

¶ With a record of so many houses closed, Creasey cannot claim that he is a successful wholesale grocer. Thus far, he can claim that he is a successful organizer, manipulator of others' funds, hoodwinker and conscienceless liar. And his victims, numbered by the thousands, wonder how he continues to get by. They are making the best of a bad bargain, while others whose branches are still operating lack sympathy for those in distress and say "we should worry."

¶ Now let Creasey's subsidized editor make answer to this article point by point, instead of quoting a lot of generalities and possibly a letter from some poor damphool whose awakening won't come until his own house closes and its stock and fixtures are shipped to some other point.

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# Government's Rankest Failures

## Give Away, Buy Back and Give Away

YE WHO ARE INFECTED WITH Socialistic virus and sincerely hanker for the day when the Government will own and operate railroads, mines, farms and factories, listen to this, and behold the success of our blessed Republic in getting rid of the people's heritage.

¶ Take oil, the last of our natural resources.

¶ A little while ago we had great reserves set aside for our Navy. We were told we must conserve our fuel. Then somebody wanted that "liquid gold" and rather than be contrary about it, we made them a present of Teapot Dome and Reserve No. 1, said to be worth to Sinclair and Doheny about a billion of dollars.

¶ Land went the same way. Timber followed suit. Along with the land went coal and iron.

¶ Not satisfied with the number of millionaires created by bounties of land and timber we proceeded to make additions to our moneyed aristocracy by building our own Government-owned merchant marine. By that time we had given away the oil reserves and this gave us a chance to make some more millionaires by buying oil for the merchant marine.

¶ That's all fixed now. Orders for oil having been placed covering several years, we will now proceed to give the ships and the fuel supplies to the generous and efficient magnates who built the ships, at cost plus 10%, and so generously sold us the oil we gave them at $2 when the market was 35c per barrel.

¶ As business institutions governments are the rankest failures. In fact they seem never to get out of the experimental stage. Nor do they profit by experience. After seeing the consequences of a thousand errors they continue to blunder on and on. They are supposed to be run by and for the people, but the people get nothing but the worst of every bargain made.

¶ Why is this? It is because what is everybody's business is nobody's business. And that fatal defect exists in all socialistic schemes to the same or greater degree.

¶ Ponder that thought in your leisure moments, ye who lean to socialism. See what the chances are of having a shirt to your backs when the Government takes over and mismanages everything as it has mismanaged the natural resources of America—the land, the minerals, the timber, the oil—aye! and the merchant marine.

¶ A sensible business man does the best he can to make expenses; Governments strive to waste their substance in order that they may levy taxes and remain in the hole.

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# Tips for Live Clerks

## Several Plans for Clerk Followings

ALL SORTS OF CLEVER IDEAS HAVE been used by clerks to develop customer followings. A clerk named Smith traded on his name, compiling a list of local Smiths from the telephone directory and writing a letter to all, making a humorous reference to the common name and saying that, as "one of the family," he would be glad to give them the benefit of his knowledge when they came to buy.

¶ Another clerk belonged to one of the prominent orders. Getting a position with a new store, he compiled a local list of fraternity brothers, and wrote them a dignified letter soliciting patronage.

¶ Still another clerk specialized in old folks. This is an opportunity which exists for practically every clerk and every store in the country. The human tendency of a clerk is to wait with most alacrity and enthusiasm on certain types of people. The young chap likes to greet Mary Flapper. Mary may be a poor buyer, but that is beside the fact of his interest in banter while he endeavors to ascertain her wishes.

¶ Other clerks have other "favorite" groups of customers. The result is that the old folks in general get a rough deal. They are out of tune with this bustling, hurrying age. They have timidity, many of them. When they come to state wishes, they fumble with words. It is hard to learn what they do wish. They are slow in making decisions.

¶ All of which means that clerks in general are human and put little enthusiasm into serving them. They may even show irritation at the old folks' little foibles.

¶ The consequence is that when you find a clerk anywhere who has genuine interest in the old folks; who is happy to listen to their complaints, their little joys, their philosophy; who gets pleasure in serving those who he knows all too often get ungracious service—right there you will always find a clerk with a real following of old folks. And old folks—note this well—are often mighty good buyers.

¶ Fussy people are another group not "appreciated" by mankind at large, and all too apt not to be appreciated by the retailing fraternity. Here and there we find a clerk who specializes on them. He argues thus: "Most clerks can't satisfy this man; if I can, I've won a customer." One clerk had a customer who, buying small quantities of an article of everyday use, always very fussily made a choice. Suddenly he saw an opportunity to develop a quantity customer.

¶ "When you have found just what you wish," he suggested, "why not buy a box, and save yourself the trouble of several selections—besides being sure you have just what you want?"

¶ He built the fussy customer into a permanent quantity buyer in this manner.

¶ One's old occupation is a prolific source of regular personal customers. A clerk, say, formerly worked in a big local factory. After entering the store, he keeps in touch with the "boys", attends their dances and ball games, and so on. He starts with an opportunity and readily develops the following he wishes.

¶ There are many good plans for developing the following.

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# The Digest Without Daddy

## Nobody Will Own the Brat

THE EARLY ISSUES OF "The Merchants Digest" carried the name of Glen Tinsley as publisher. It was Creasey's baby but he got Tinsley to daddy it and hired A. H. McKechnie as wet nurse to change the diapers on the little thing.

¶ Evidently Tinsley got sick of his office. The last issue of Creasey's rag baby doesn't say who publishes it. Tinsley's name has disappeared from the masthead. And that leaves the bawling brat entirely without a daddy to be responsible for its bi-monthly howls.

### Who Is Tinsley?

¶ Of course everybody and the dog knows the Digest is the subsidized mouthpiece of L. L. Creasey. But many are not wise to Tinsley's name as publisher.

¶ Now who is Glen Tinsley? He was a city salesman for the Merchants Wholesale Grocery Company, Louisville, Ky. That's who he was. And Glen was a bachelor and free to father any waif left at his boarding house door—especially if his master, L. L. Creasey, happened to be the father of the kid and in need of a substitute to camouflage the question.

¶ That's who Glen Tinsley was. Now he has "taken unto himself a wife" and by grace of L. L. Creasey is promoted to be manager of the Clarksburg branch house of Creasey.

¶ Whether or not Tinsley's getting married had anything to do with his resignation as "official daddy" of the Digest we are not informed but suspect that the lady he has "taken unto himself" demanded that he cut loose from the McKechnie influence.

¶ Any way The Merchants Digest has no publisher—no one responsible for its bawling and howling—no one willing to acknowledge it as theirs.

¶ Tinsley has ducked out. Creasey is too foxy to say he publishes it. Dad isn't going to lay himself liable for McKechnie's ribald lies and libels.

¶ Not by a jugful. The Old Co-Operator is not imperiling his fortune by admitting parentage of any orphans. You may lay to that.

¶ How do they get away with it? Well, the poor thing isn't admitted to second class mail; they don't have to swear to ownership. So they go on paying 1c postage on the few copies they mail rather than try to find a man craven and irresponsible enough to pose as publisher.

¶ Yes, she is some newspaper—a regular humdinger—so regular that nobody will admit being the publisher.

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¶ When a man whines that somebody is hiring agents to assail co-operative buying you may set it down that he is not conducting a co-operative concern. No, he is merely fleecing victims in the name of co-operation.

# Preus Wants Peace With Duncan

## It's Too Late, Says Fightin' Bob—Preus Stood with Creasey—Let Him Fall with Creasey

IT HAS COME TO THE EDITOR THAT Hon. J. A. O. Preus, Governor of Minnesota, desires to sign an armistice and conclude a peace with Robert G. Duncan, publisher of Duncan's Trade Register and Duncan's Grocery Searchlight.

¶ It is too late. It can't be done. Governor Preus stood with Creasey; he must fall with Creasey. The Governor made his bed; he will have to sleep in it. He says he is under obligations to Creasey. He went out on the road, in State time, for the Creasey Corporation.

¶ Let him look to Creasey to reclaim him from political oblivion.

### Wolf in Sheep's Clothing

¶ We are very reliably informed that when Creasey first met Preus he—Creasey—nudged a man in the ribs and said: "Hang on to that fellow Preus. He is going to be worth a million to me."

¶ At that time certain co-operators had a co-operative insurance company which Creasey sought to control, but there was friction among the directors, and it seems Creasey managed to get Preus placed as one of the three directors.

¶ As we understand it W. O. Dustin, O. C. Hauschild and Preus constituted the insurance board, and that Preus agreed to stand with Dustin in straightening out the affairs of the co-operative insurance.

¶ Dustin showed up fully expecting Preus to stand with him. What happened? Preus flopped to Hauschild and thereby double crossed Dustin.

¶ Creasey had done the business. He wanted to get Dustin and he got him with the double cross—by using a wolf in sheep's clothing—by dictating to Preus.

### Preus Elected Governor

¶ We are told that when Creasey first laid eyes on O. C. Hauschild, Creasey said, "*Hauschild is a G—D— crook but I can use Preus and pay him more salary than the president of the United States gets.*"

¶ It may have been Creasey's intention to elect Preus president of these United States. We don't know as to that, but certain it is that he could "use Preus", as will appear in a moment.

¶ Preus was elected governor of Minnesota in a three-cornered race. Preus was supported by the legitimate business men who felt that Preus was less radical than the Non-Partisan candidate. These men had no idea that Preus was bound hand and foot to Creasey who at that moment was spreading propaganda more destructive of law and order than anything ever proposed by the Non-Partisan League.

¶ Preus was elected governor and the first thing we know he is going to Liggett & Myers, American Tobacco and Calumet Baking Powder demanding that these concerns distribute their products through Creasey's interjuggled corporations regardless of the effect of Creasey's blighting influence upon their business.

¶ Could Creasey use Preus? We'll say he made no mistake in sizing up his man. Any time the governor of a great state leaves his work and duties at the Capital and threatens big corporations with prosecution if they do not sell through such a ramshackle concern as the Creasey Corporation, that governor is useful to Creasey.

¶ Whether Preus realized "more salary than the president of the United States", for his services to Creasey we have no way of knowing, but if we had but one guess we would guess Preus got little or nothing for his dirty work other than Creasey's promise to elect him to the United States Senate.

### Duncan Takes a Hand

¶ That Preus as Governor of Minnesota was useful to Creasey there is ample proof. He was useful in more ways than one. He not only went out in State time as a traveling evangelist for Creasey, but he elevated Creasey's lawyer to the Supreme Court of Minnesota. And this appointment had its weight in keeping the Creasey Corporation out of the hands of a receiver.

¶ Was Preus useful? Yes, Creasey was right—he "could use Preus".

¶ Last year Preus was a candidate for the United States Senate. Again a man thought to be a dangerous radical opposed Preus. Again we find legitimate business men supporting Preus because they thought him the lesser evil—because they didn't know Preus was a commercial Jesuit for Creasey—a wolf in sheep's clothing—taking their money for campaign expenses while trying to uproot their business—secretly tearing down established Minnesota business institutions for the benefit of a foreign corporation while drawing pay as chief executive.

¶ Right here is where the despised Bob Duncan turned the searchlight of truth on to the "useful" Governor Preus. And right here is where Preus learned that Creasey had double crossed Preus in leading him to believe that Duncan's opposition was really an asset.

¶ Duncan knew all about the mutual admiration society of Preus and Creasey. He knew of Preus working for Creasey in State time. So last June, when Preus was about to flimflam the business men a second time, Duncan spent a few dollars for postage and printing in telling the business men of Minnesota where Governor Preus stood.

¶ The men who had elected Preus governor were aghast. They saw they had been taken in by Preus, betrayed into the hands of Pontius Pilate (Creasey) sold out to a co-operative faker—hamstrung by their chief executive.

¶ They turned on Preus like tigers. Down he went—buried under mountains of votes. His showing was so miserable that the Republican party repudiated Preus saying the party really had no faith in him and that he had defeated the party.

¶ The fact of the business was that Duncan encompassed Preus' defeat by showing his supporters that Preus was not only a hypocritical office seeker but actually a tool of Creasey, who has taught and practiced a more dangerous socialism than the Non Partisan League ever thought of.

## No Peace With Preus

¶ Men may cry, "peace! peace!" but there will be no peace for Preus. His master's pile of plunder will not purchase Bob Duncan's silence. Preus made his bed with Creasey; he must lie on it. He let Creasey tell him that Duncan could not hurt him. Now let him look to Creasey for salvation from political oblivion.

¶ There will be no peace for Preus.

¶ In a little while Preus will very likely present himself for re-election as Governor. Then will his record rise to smite him. Then will the shade of Creasey appear in his tent as did the spirit of Caesar to Brutus at Philippi. Then will his past bob up as serenely as Banquo's ghost in the banquet chair of Macbeth.

¶ Then will Preus' servitude to Creasey prove his undoing. Then will Preus make his exit from public favor, for truly Nemesis is not a beardless boy to be bribed with a stick of taffy.

¶ Preus is through. The so-called radicals will have none of him as shown by the signal victory of Magnus Johnson over Preus last year. The conservatives will have none of Preus when his record as a Creasey Jesuit is before them. He will not be able to carry water on both shoulders this time.

¶ What is worse for Preus, Creasey has lost what little prestige he had in Minnesota and is embroiled with so many so-called Creasey ex-managers and members that the endorsement of Creasey will prove a millstone around the neck of Preus.

¶ The red shirt of radicalism has been waved too long. Too many charlatans have risen to high office by alarming legitimate business with the cry of "wolf". Preus got the office he has prostituted in that way; and he will try to arouse the conservative villagers again with that false alarm of "wolf". But having responded many times to that cry only to learn that there was no wolf, these men will stay indoors and let the Preus' cry in vain.

¶ Preus, his cohorts and the putrid press used that cry of "Wolf" against Senator Magnus Johnson. They tried to make us believe that Magnus Johnson is a dangerous "Red". What do we find? This: We find Senator Johnson a sane, sensible, level headed statesman who is being regarded as a political Moses to lead the country out of the economic wilderness.

¶ The Preus gang told us Magnus Johnson is a dangerous communist. Listen to this. Magnus Johnson said in stentorial tones: "CO-OPERATION IS NOT A SUBSTITUTE FOR JUST LAWS."

¶ That doesn't sound much like Creaseyism and Anarchy, does it? Those words are not the words of a destructionist. Not so. They are rather a declaration for law and order. They ring true. They smack of the wisdom of Solomon and the patriotism of Lincoln.

¶ No Senator-elect has been so closely scrutinized as Magnus Johnson. If there were "Red" streaks in the man we would have found them long ago. And the putrid press on which charlatans rely to keep such as Preus in office would have paraded Magnus Johnson in scarlet headlines as a menace to our civilization. Don't forget that.

¶ This anti-radical talk is 99.44% "Wolf". The real radicals are Creasey and Preus—not Magnus Johnson and Len Frazier.

¶ Johnson is honest and sincere, upright and square. He is what he is. He has the courage of his convictions. From such men this country will never come to grief. But, Lord God! woe unto our institutions and our country when our Senate is 100% Preus—when our governors quit their offices on full pay and go out to plug for the Creasey Corporation.

¶ Magnus Johnson will never get caught at such underhand business. When he runs for re-election no editor will be able to say that some corporation owner masquerading as a co-operator said, "Hang on to that fellow. He is going to be worth a million to me."

¶ No sir. When the Stentor of the North leaves Washington his record will be as clean as a hound's tooth, for the man's a man for a' they say to the contrary.

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¶ When a man tells you what somebody said about you just ask him what he said about you.—Robert G. Duncan.

## One of Thousands

### Dickey's Big Bargain Store

Geo. W. Dickey,
Shelby, Ind.
Dec. 13, 1923

L. L. Creasey,
Louisville, Ky.

Dear Dad: Just to cheer you up a bit. Been reading some of the B. S. that Dunc. is spreading but it doesen't mean anything and it's very evident the "Caustic Bellie" behind it is being "shrunk" by the way you are delivering the goods to the fellows who are standing by you.

I'm for you because you are right and the "Devil" can't lick either of us, unless we get on his side.

Respectfully,
Geo. W. Dickey.

¶ Note: The above appeared in a box on the front page of the fatherless Digest recently.

¶ We are glad the Dickey bird send Dad a bit of cheer. Dad certainly needs cheering up if anybody does. With branch houses failing by the score, and litigation engulfing him, Dad can use a little encouragement.

¶ And it must be cheering to Dad for Dickey to admit that he reads Dunc's caustic exposes of the nefarious Creasey System.

¶ Dickey is right when he says, the "Devil can't lick" him and Dad. No. It would be too much like punching the Devil's own face so far as Creasey is concerned.

¶ As to Dickey we don't know. He seems to be a decent sort of co-operator—for revenue only—and we are not going to bawl him out so long as he reads the *Searchlight;* for while a man reads our paper we have hopes for him.

¶ Then we are under obligations to the Shelby merchant for reminding Dad that he must deliver the goods if merchants are to stand by him. And if Dad does that he will not have one word to say against him or his corporation.

¶ You see what Dunc is doing, don't you? He is making Dad come clean with the merchants. Dickey admits it, and he ought to know. Therefore, if you want to make Dad live up to his promises, just tell him you read Duncan's papers.

¶ Will that fetch him? I'll say so. Just try it on him, and if he has any bargains, you'll get them.

## Who Will Loot It?

We Are the People

THE INTERIOR DEPARTMENT has furnished us news of an expedition to explore Naval Petroleum Reserve No. 4, which is away up toward the North Pole—in the extreme northern part of Alaska—"Where the rivers all run God knows where."

¶ The expense of the Geological Survey will be borne by the Navy Department says our advice. To reach the basin of one of those rivers that runs "God knows where" a pass must be discovered in the Endicott Mountains. When the pass is located the next job is the transportation of five tons of supplies and four canoes by dog sled over the Yukon—Arctic divide.

¶ This shows what a great people we are. When it comes to surmounting insurmountable obstacles Napoleon wasn't in it with us. You may depend upon it; our Navy will one of these days require vast lakes of oil, and we'll get it if we have to go to the North Pole and drill a well to the bottomless pit of Petroleum Gulf.

¶ You bet. Leave it to us. Having presented Teapot Dome to Sinclair and bequeathed Reserve No. 1 to Doheny, we may find our Navy short of fuel sooner than we expected. So there's no time to be lost in exploring the Arctic regions.

¶ How will we get the oil out of the frozen North? Leave it to us. If steamheated pipe lines should prove impracticable we will saw our gasoline in blocks, bring it out in refrigerator aeroplanes and feed it to our warships in solid chunks.

¶ Are we the people? I'll tell the world we are. Liberal? Well I should snicker. We are too darn generous to hoard the streams of oil that flow to our ports in sun-kissed California. It's too easy to get. So we give it away and tackle something that is worth doing.

¶ O, we'll find oil in the Arctic all right. No doubt about it. Icebergs nor sky towering peaks shall stop us. There's no doubt about Reserve No. 4 being rich in oil. The only question is who will loot it after we have located and proven it?

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¶ Subscriptions, since the "Searchlight" replaced the old "Co-Operator" and put on a new dress, have been coming in most encouragingly. McKechnie would ask Creasey for a raise in salary if they came in to him in like volume. Poor Mac! Creasey can use him for anything from boots to scissors!

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¶ The man whose life is right has nothing to fear; lies will not lower him; the truth will exalt his character.—Robert G. Duncan.

# The People Own Armour & Company

## What Do You Know About That?—Are You One of the People?—What Part of Armour & Company Do You Own?

TRULY THE AGE OF MIRACLES HAS returned. Before the editor is a broadside advising us that "The People Own Armour & Company." Also stating that "Armour & Company is a National Public Service Institution."

¶ What is this if not a miracle? My! how times do change! We have known for some time that retribution overtook Armour in his iniquity, but we are astounded to learn that restitution has been made to the people—that reparations are fully paid—the loot returned to the looted, and the erstwhile advocate of monopoly is now a teacher of Spartan socialism.

### The Truth About Armour

¶ No. It's no miracle. It's just a plain lie. All of Armour & Company that the people own they can put in their eye and see as clear as ever. Or if the people do own Armour & Company it is not because they got it with their consent. Not so. If the junkyard known as Armour & Company is now the property of the people, they got it like the little boy got the itch—because they couldn't help it.

¶ Maybe, Reynolds of the Continental & Commercial Bank loaned so much of the people's money on Armour bonds that he had to take over Armour in trust for the depositors. Maybe that is what they mean by the people owning Armour & Company.

### Are These Common People?

¶ Maybe the people do own Armour & Company, but if so they have very little voice or vote in its management. Here are a few of the directors. Look them over and see if you recognize them as "men of the people." Here they are:

James Simpson, president Marshall Field & Company.

Robert P. Lamont, president American Steel Foundries.

B. A. Eckhart, president Eckhart Milling Company.

Samuel McRoberts, president Metropolitan Trust Co., New York.

Arthur Reynolds, president Continental & Commercial Bank (the bank that loaned Armour sixty million of other people's money "one afternoon.")

Albert Wiggin, president of Chase National Bank, New York.

¶ There are some of the directors. Do they look like the common people? Maybe so, but we fear they will have a heluva time getting Bryan's endorsement as horny handed sons of toil.

¶ Maybe Simpson, Lamont, McRoberts, Reynolds and Wiggin are men of the common people but we'll bet you couldn't drag one of them into Russia with a hundred ton truck.

### Bunk and Balderdash

¶ This circular says "77,000 people own the stock of Armour & Company." Yes, and from what we can gather, most of them would like to sell out.

¶ Out of the 77,000 stockholders 69,000 own from 1 to 24 shares. "Some 40,000 employees own stock," says the circular.

¶ Yes, the poor simps "got theirs" on the installment plan when Armour got ready to unload.

¶ Down lower it says "83 shareholders own 500 shares each or more."

¶ Yep, the eighty-three probably own more than the 69,664. It isn't likely that Reynolds, Lamont & Company will be found dwaddling around with one share each of the stock. And we happen to know the "common people" directors own the bonds and clip the coupons.

¶ By the eternal! it does make us tired to hear these busted trusts dish out these claims. It is disgusting, nauseating. At the same time it is pathetic, pitiful.

¶ A little while ago Armour was on the witness stand swearing a meat monopoly "is the only way." At that time he said "Armour & Company is virtually a close corporation—I personally own 60 percent of the stock." Now Armour is down and out, Armour & Company is in the hands of a banker's committee, and F. Edson White is trying to regain a little public favor by saying Armour & Company belongs to the people.

¶ All of which we relate to show that the Age of Miracles has returned—either that or Ananias is reincarnated in the person of F. Edson White and is spreading propaganda for stock jobbers. The latter is most likely, we believe, as we are darned sure we don't own Armour—and we are part of the people.

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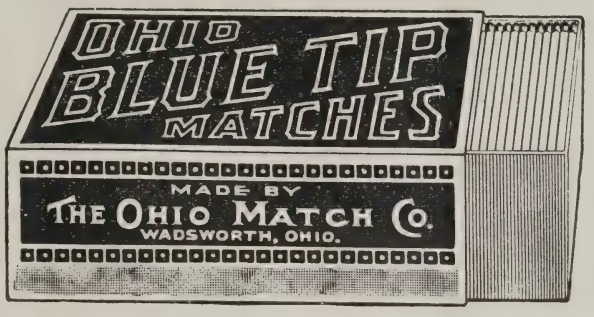
## Coming

¶ A new cook book, which grocers can use to pass on to their best customers, is about to go to press. For particulars, watch these columns.

# ATTENTION!

## QUALITY GROCERS




**Quality Matches -:- Non-Poisonous -:- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

# For Better Collections

## A "Humiliating" Request for Payment

THE FIRST PHASE OF AN EFFORT TO collect is properly colored by the creditor's desire to retain the good-will of the debtor. The dealer gives the delinquent "every chance". He deliberately does not say things he might say and does not play cards he might use. If the delinquent is cold to such methods, the dealer eventually loses interest in the good-will of the delinquent. Getting the money becomes his sole object.

¶ If it is necessary to swap the good-will of a man who will not meet his just debts for the amount owing the merchant, the latter feels he is interested instantly in making the trade.

¶ When his problem is simply one of getting the money in any honorable way, the merchant has various new methods open to him. "Humiliating dunning" is one of them. A small-town dealer whose volume is about 50 percent credit showed me a list of credit losses for the past four years. The total was less than $60.

¶ "I take this attitude toward good-will," he explained. "If a man's good-will toward me isn't strong enough to cause him to pay a long-overdue account, or, if he can't pay it, to come to me and explain, his good-will isn't worth anything to me. I discard the kid-glove stuff straightway.

¶ "Tactics in personal dunning will get money from dead-beats and four-flushers when nothing else will. I met a man yesterday in the post-office about mail-time. Some of his friends were about. It was the height of discourtesy, I'll admit, to call this chap to me and proceed to use heavy thunder stuff about the bill he owed me. He grew angry, as I expected him to, and very grandly pulled out his wallet and paid the bill, with a bluff about being ready to pay it any time, receiving none of my statements, etc.

¶ "I hope he saved his face before his friends! At any rate, I had my money.

¶ "I have used this method again and again, when kid-glove methods have failed. When it doesn't produce the money, it will often get a promise to pay on a certain date, or a spot payment on account."

¶ Telephone collecting, the possibilities in which are appreciated by very few, is founded on much the same psychology. The dunned person has the feeling—always has had it—that telephone conversations are of a public nature. There is always the telephone operator, if no one else, and often there is someone else, across the room or desk from the delinquent as he answers the 'phone, to hear his half of the conversation.

¶ At any rate, the proportion of delinquents who, approached concerning a bill over the telephone, will immediately promise an early payment, is high. They are ready to do nearly anything to escape from the embarrassment of the telephone conversation.

¶ It devolves upon the creditor to have the date of the promised payment exactly stated and understood, and perhaps to "cinch it", in a way of speaking, by saying that he will call personally for the payment on the date mentioned.

¶ If the party is not in when the telephone number is obtained, it is a good idea to request that he call the creditor's number when he returns. He probably will not do this, but the request has harrassed him and paved the way for a final actual collection.

¶ I find surprisingly few retailers who use the telephone as a collection device. They feel that it is public dunning—most of their customers, perhaps, are on party lines—and they are used to shielding the customer's feelings as much as possible.

¶ When, however, an account has reached the stage where the retailer is in the mood to use any honorable method to get his money, let the chips fall where they will, the telephone is always available. It saves a lot of time in collecting. More important, it has for results a potent psychology of its own.

---

## Selling Face Creams

The manufacturer of face creams gives specific directions as to the application of his products, and in his advertisements tells what can be expected after the proper use of the creams. The retailer should have his sales people so well versed in the creams, their use, methods of application, whatever other creams and liquid lotions should be used in connection, that he can give his customer a short talk when selling cream.

The idea of selling more than one cream at a time to a customer is what the merchant should concentrate upon. When a customer comes into the store she should learn everything which she does not know about creams and thereby be sold more than one kind—be assisted in the buying of beauty products. The development in face creams and lotions have made the sale of many articles not only possible but an exceedingly simple matter in many instances. Clever sales people who know their products and can talk intelligently to customers are necessary, if a retailer would get the most sales out of his creams and lotions.—*American Exporter.*

The Independent Line of

# PLAYING CARDS

**The Line That PAYS BETTER PROFIT to the Trade**

### Betsy Ross

Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf

A superior card for home and club play.

1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless

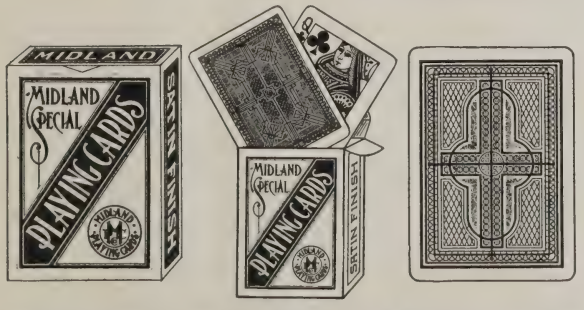
A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

### Midland Special

Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross




Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**

# Why Many Concerns are of the Same Name as Their Leading Brand

By L. W. Mida, President Mida's Trade Mark & Patent Bureau. Copyright, 1924.

Nowadays, there is a marked tendency among business houses to harmonize the name under which their business is operated with the name under which their goods are branded. This tendency is believed to be more than a mere whim or fashion. It is usually done, or should be, for two-fold reasons, as there are strong arguments in its favor.

These arguments take two directions: The advantages in advertising and the advantages in protection.

The advertising advantage lies in the fact that the business name when the same as the brand name assists in advertising the brand every time the business name is used. Advertising, after all, is largely a matter of repetition, but that repetition must be linked up so that when one sees a brand he associates it as coming from a single source. If the manufacturer of "Cascarets," for example, were known as The Cascarets Company there would be no question as to the source of Cascarets. How many today could, offhand, give the name of the source of that article?

Consider, also, the case of "Aspirin" and the manufacturer, Bayer, who permitted the word "Aspirin" to become a household word without emphasizing that it was the name of a preparation privately branded and coming from a single source. Where that was originally the case, we find the word "Aspirin" now struggling for the recognition it should have acquired in the first place. The manufacturer made the mistake of not linking the business name with the goods. How much better it would have been had the goods been marketed under the name of The Aspirin Company to show the world that the name "Aspirin" was an exclusive property and not a general designation for a preparation put up by many.

These two instances are sufficient to point out that the buying public is very apt to get wrong impressions, or no impression at all, as to the source of the goods it purchases.

But that is only one of the negative angles. There is another and far more important situation upon which the business world is just beginning to get light. It has to do with the protection of the brand through protection of the business name.

As an illustration there is the National Biscuit Company, operating many brands, but continually preserving the parent brand, "Uneeda". That brand has been registered by the National Biscuit Company to cover such bakery products as are manufactured by it. Further than that it cannot go in registration. It cannot prevent others from registering the word, "Uneeda," for coffee, or for fish, or for any articles of a different description and unrelated to bakery products. It cannot oppose the registration of "Uneeda" for any goods outside of the food classification, and there are forty-eight other classes in the official division of the Patent Office.

Manifestly the National Biscuit Company would be correct on basic business principles should it be enabled to have a broader control or at least some degree of regulation, over the brand name that it has popularized at great expense. It is possible to provide for such contingencies.

If the National Biscuit Company were organized as the Uneeda Biscuit Company or were conducting a subsidiary sales corporation under that business name, it would embody the brand name in the corporate name. The corporation could then have its name entered or deposited in the trade mark division of the U. S. Patent Office. The effect of that entry would be far reaching.

First, we would make clear that the effect would not prevent others from ADOPTING the word "Uneeda," to brand goods other than bakery products. The right of others to USE the same name as a commercial brand for non-conflicting goods is a privilege that is not denied by the Patent Office practice or the Courts, as long as there are no elements of unfair trade and no injury to the corporation, or presumption of injury deducible.

The effect of the entry in the Patent Office of the corporate name, Uneeda Biscuit Company, would be in the obstruction set up against any one, whether individual, co-partnership, or corporation, who would apply for REGISTRATION of the word "Uneeda" for any goods whatsoever outside of the bakery classification, or within the bakery classification. Applications for registration made on bakery goods would, of course, be obstructed by the anticipating registration of "Uneeda" by the National Biscuit Company, but the applications in any other class, whether for chewing gum, boots and shoes, or embalming fluid, would be automatically obstructed because the Official Examiners at Washington would have a means of knowing that there is a corporation extant, the key word of whose business is "Uneeda."

The only exception to such obstructions to

# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

***A Good Advertisement for your Store.***

***Just the thing where Competition is keen.***

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day George Washington's Birthday Easter Halloween Christmas
Valentines Day St. Patrick's Day Patriotic Days Thanksgiving Day Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

registration is where the applicants for registration of the word "Uneeda," could establish that they adopted that name to brand goods prior to the date of the articles of incorporation of Uneeda Biscuit Company. All other applicants for registration of a later date of adoption would then have to obtain consent of the corporation whose major word is "Uneeda," and who had taken the precaution of filing its articles of incorporation in the trade mark search records of the Patent Office.

The Court decisions have upheld the Commissioner of Patents in the practice of obstruction cited, as witness the following decisions:

United Drug Co., 222 O. G., 729, 44 App. Ct. D. C. 209, Trade mark STORK, John Given vs. New York Athletic Club, 210 O. G., 1067, 42 App. D. C. 558.

Ford Motor Co. vs. The Mansfield Tire & Rubber Co., 115 Ms. Dec. 78, 44 App. Ct. D. C. 205.

American Steel Foundries, 264 O. G., 354, 258 F. R., 160, 9 T. M. Reporter, trade mark SIMPLEX.

The object of the protection afforded by the recording of corporate names in the Patent Office is to prevent damage to such company resulting from the subsequent registration of a trade mark embodying the corporate name or the essential features thereof by some other party. Note that this relates to deposit, not registration. The practice does permit the registration of corporate names as a trade mark when used as such for the particular goods made or sold by the corporation. The idea of the broader protection through depositing the corporate name is with a view of giving an exclusiveness that might otherwise be affected by the promiscuous and damaging use by other parties of the name of the corporation as a brand for various goods, irrespective of competitive nature of such other branded goods.

While that limitation is the objective of the practice it has resulted in rejection of brand applications that could hardly be deemed to damage the corporation of a corresponding name. The brand "Paramount" for food products was refused registration because of the Paramount Knitting Company corporate name; "Sunlight" for boots and shoes on Sunlight Creameries; "Eureka" paints on Eureka Steel Range Company; "Victor" dressed poultry on Victor Talking Machine Company; "Paramount" golf balls on Paramount Pictures Corporation; "Lincoln" citrus fruit on Lincoln Motor Company; "National" lard on National Cash Register Company; "Valora" canned fruit and Vegetables on Valora Chemical Company; "Protex" hair nets on Protex Signal Company; "Master" radio apparatus on Master Carburetor Company.

On the other hand, the equity of the practice is reflected in many other instances of which one is sufficient for comparison. In the case of the brand "Ford" for tires the Patent Office examiners have turned down the application for registration because the Ford Motor Company took the precaution to place its business title for ready reference in the trade mark division of the Patent Office.

What has been stated has been largely on the assumption that the concern centers its activity upon one brand or a leading brand of that particular concern. It is also assumed that the brand is the same as the name under which the business as a whole is conducted and that the business has been incorporated.

Where a business is not using a brand that harmonizes with the business name, and he or they wish to avail themselves of the protection indicated, it becomes necessary to either reorganize as a corporation and change the business name to the brand name, or if already incorporated to establish a subsidiary corporation embodying such brand name as the major word.

When this has been done by an attorney conversant with corporation work the action of entering the corporate name in the Patent Office should properly be entrusted to attorneys registered to practice before the Patent Office. The Patent Office will then take care that the corporate name is not duplicated in registration by other parties of corresponding names for trademarking goods of any description. Hundreds of corporations have already recorded their corporate names and the list is rapidly growing.

## Have Plenty of Change

Should retail merchants inquire: "Is that the smallest you have?" when a customer offers a $5 bill.

How often a buyer has resented such a question by a dealer or clerk. Especially is this so when the purchase has only been a small one, for the question seems to infer that the dealer would hardly be bothered changing the bill for such a trifling purchase.

One of the best ways to be popular is to keep plenty of change on hand and be willing to change the largest bill for the smallest purchase. Sometimes customers just buy some trifling article in order to get a bill changed, but every little bit helps.

Whoever saw "Dad" smoke an Urma Cigar? Dad's a darn hard smoker, 50 cent variety though! Mac ought to print what he thinks of the Urma cigar alongside the Decatur cigar maker's ad in the "Die-jest".

## Why Wrap Boxes

"Many hundreds of dollars might be saved during the year if the custom of wrapping boxes containing merchandise were dispensed with." Such is the opinion expressed by Henry Rosenbaum, of the firm of Rosenbaum Bros., Plainfield, one of the most enterprising department stores in New Jersey.

"The boxes themselves are sufficient covering for the goods purchased, and the paper and twine, not to speak of the time consumed in doing up the package, might be put to better use. I have just been checking up bills aggregating several hundreds of dollars for twine and paper for the past three months, a large part of which I am confident could be saved, if this method of saving could be carried out. During the holidays we go to considerable expense to supply fancy boxes, yet they are invariably wrapped. It is expected, and so this unnecessary overhead must go on."

Addresses on saving along this line and on salesmanship in general are discussed at the monthly meetings held by Rosenbaum Brothers, who are always alert to improve their methods.

---

¶ It is a source of genuine (Bull Durham) satisfaction to know I am red blooded man enough to make some yaller curs dread my "scurrilous" trade paper.

¶ If any man should publish or utter a malicious libel about me I would call on him to retract it first and shoot him on sight if he didn't retract it.

¶ Then the world would know I had been insulted and injured.

Robert G. Duncan.

## Critics, Take Note

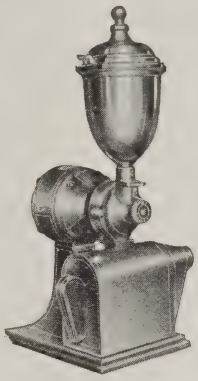
¶ A few misguided merchants believe in criticising me for telling what I know about the Creasey "system". Not one, however, has been able to point to any specific untruth in these columns.

**Men of Keen Judgment**

and long experience in the Coffee and Meat Business—and who could well afford to pay more money if necessary, buy HOLWICK **Mills** and **Choppers** for the **satisfaction** and **service** they give.

Sixteen years of service to the trade has demonstrated their worth and reliability.

Our literature, prices and terms should interest you. Get them **now**.



**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

For all pricing purposes

**USE cMc PRICE CARDS**

*Seven Styles*
40c per 100 up

Catalog and Samples FREE

**H. Carnell Mfg. Co., 1824 Cedar Ave., New York**

**CLOCKS**

ALARM
WALL
HALL
MANTLE
CHIME

**The largest exclusive Clock Jobbers. Complete line of new 1923 Alarm Models—Tom-Tom, Tiny-Tim, Tat-Too and Ti-Tan**

**F. W. JANSEN CLOCK CO.**

**215 W. RANDOLPH STREET - - CHICAGO, ILL.**

# The Sales Barometer

Department store sales for the month of September averaged six percent increase over the same month last year, according to the Sales Barometer of the Controllers' Congress of the National Retail Dry Goods Association.

The percentage of increase over 1922, it was stated by T. L. Blanke of the Controllers' Congress, has gradually declined since the Sales Barometer was initiated in May of this year. The figures for September are the lowest so far recorded, showing a decline since May from 14 percent to 6 percent. The Dallis District holds last place in the list, with a decrease average of 4 percent.

While the Sales Barometer has not been in operation long enough to reflect the sales of the early part of 1922, it is generally agreed that retail business in the first part of last year was still suffering from the reconstruction slump and that a definite turn for the better took place in the latter half of the year. This fact probably accounts for the gradual lessening of the percentage of increase shown in the Barometer for the last three of four months.

The highest percentage of gain for any section was reported from the St. Louis which reached a figure of 10 percent. Cleveland District, which led in the August report with 21 percent, is second in September with a gain of 9 percent. It is of particular interest to note that the two highest increases for September were practically identical with the average for the whole United States in the month previous.

The decline in the countrywide percentage of increase is also observed in the percentage of stores which reported increases for the month. The Barometer shows that 70 percent of stores reporting made gains over September, 1922, whereas in August 85 percent made gains. The following table gives the average percent of increase or decrease in retail sales by Federal Reserve Districts for September, 1923 over the corresponding month last year and a comparison with the August and July, 1923 figures:

| District | Average % of Gain or Loss in 1923 Sales over Same Month Last Year September | August | July |
|---|---|---|---|
| I —Boston | 1 | 14 | 7 |
| II —New York | 4 | 12 | 5 |
| III —Philadelphia | 8 | 10 | 19 |
| IV —Cleveland | 9 | 21 | 14 |
| V —Richmond | 6 | 4 | 9 |
| VI —Atlanta | 4 | 12 | 12 |
| VII —Chicago | 8 | 12 | 8 |
| VIII—St. Louis | 10 | 3 | 18 |
| IX —Minneapolis | 3 | 7 | 3 |
| X —Kansas City | 6 | 4 | 15 |
| XI —Dallas | x 4 | 2 | 1 |
| XII —San Francisco | 8 | 7 | 12 |
| For all Districts | 6% | 9% | 10% |

x—Denotes Decrease.

An outstanding feature of the September Barometer is the marked tendency toward a narrower range between high and low figures. In the majority of districts the gain percentage shrunk very noticeably from the records of previous months. The only exceptions to this occurred in the case of the St. Louis, Richmond, Kansas City and San Francisco Districts. The largest gain from the previous month is noted in the St. Louis District which jumped from 3 percent to 10 percent respectively.

The sharpest change for the month is found in the figures of the Eastern industrial sections, particularly in Boston, New York, Cleveland and Atlanta. The change in most of the other middle western and far western districts is much less pronounced. A comparison of the figures for the last five months shows that in the New York, Philadelphia, Atlanta, Dallas and San Francisco districts the percentage of increases has lessened each month up to date.

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

The only exception is a small gain in the September figure for San Francisco.

A marked difference is noted in the reports from the northern and southern halves of the San Francisco district. Nearly all reports from Washington, Oregon, and Idaho show decreases running from 1 percent to 5 percent. The southern half, which includes the states of California, Utah, Nevada and part of Arizona, shows a pronounced increase giving a common figure between 11 percent and 15 percent.

## Yes, Yes, Go On

¶ A Milwaukee grocer sends a nice letter about his relations with Dad Creasey, but admits he is afraid to sign it. His wife better watch him. He probably sends anonymous notes to his lady customers. If they take to them kindly, he admits authorship and calls for their next order himself. If they raise a fuss about the note, he disclaims all knowledge of it. Some day the Milwaukee branch will close, and then our anonymous creature will sign a letter of complaint.


# VISCO

## Cedar Oil Polish

***A quality product, sold at a price permitting a quick turnover at a good profit***

### A Quick Seller and a Good Profit

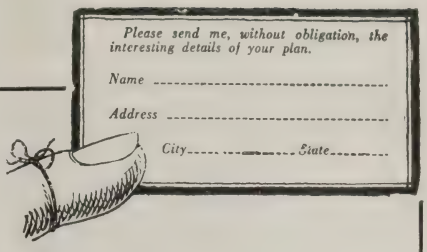
Every Visco sale means a good profit. Every customer means another—through satisfaction not only in quality, but in price. Visco's ten cent size is the equivalent of most twenty-five cent packages, while the twelve ounce, twenty-five cent bottle stands alongside the ordinary forty or fifty cent bottle. And, even with a sale making price, the percentage of profit is gratifying.

With each initial order for one-half gross or more, the attractive, lithographed display stand shown above is furnished without charge.

**The Visco Chemical Products Company**

**736 Frankfort Ave., N. W. Cleveland, Ohio**






# A Money-Making Coupon

IF you have an extra foot or so of space for a Continental Display case you can make it pay you 75 percent profit. Every person who enters your store spends $4 to $6 a year on necessary jewelry. Why don't you get this trade—you can, without added expense.

Jewelry has a universal appeal. Few can pass the Continental Display without admiring and buying some of the beautiful items it contains.

Merchants who send in the coupon will learn how extra profit can easily be made on a small investment.

**The Continental Jewelry Company**

**1920 Euclid Ave., Cleveland, Ohio**

*Continental Jewelry*
*Expresses Your Individuality*

# Paying Clerks According to Their Selling Ability

*From the National Cash Register Company we recently received a most interesting booklet entitled "Better Retailing" in which we find much valuable information for the retailer who is desirous of getting the most from his business. We have helped ourselves to a whole chapter on the question of salary for clerks and feel sure you will find it good reading.*

The most effective method for increasing clerks' sales is an increase in their earnings as an incentive. There are many ways of providing this incentive.

One successful store sets a monthly sales mark or "quota" for each of its clerks and pays the salespeople a 5% commission on all sales above that amount.

Another store figures net profits every six months and distributes all profit above this amount to its salespeople. Employees must be with the store a certain time before they share in the profits.

## What Should a Salesperson's Salary Be?

No figures vary so greatly as the salaries paid to salespeople, but a number of investigations in stores showing the average weekly amounts in percentages of sales, paid by merchants in various lines of business, may serve as guide.

Here are figures, prepared recently by the Harvard Bureau of Business Research:

| | Percent of the clerk's sales |
|---|---|
| Grocery stores | 8.46 |
| Drug stores | 10.95 |

| Clerks' Weekly Sales | Clerks' Weekly Salaries | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $10 | 12½ | 15 | 17½ | 20 | 22½ | 25 | 27½ | 30 | 35 | 40 | 45 | 50 |
| $100 | 10.0 | 12.5 | 15.0 | 17.5 | 20.0 | 22.5 | 25.0 | 27.5 | 30.0 | 35.0 | 40.0 | 45.0 | 50.0 |
| 120 | 8.3 | 10.4 | 12.5 | 14.6 | 16.7 | 18.8 | 20.8 | 22.9 | 25.0 | 29.2 | 33.3 | 37.5 | 41.7 |
| 140 | 7.1 | 8.9 | 10.7 | 12.5 | 14.3 | 16.1 | 17.9 | 19.6 | 21.4 | 25.0 | 28.6 | 32.1 | 35.7 |
| 160 | 6.3 | 7.8 | 9.4 | 10.9 | 12.5 | 14.1 | 15.6 | 17.2 | 18.8 | 21.9 | 25.0 | 28.1 | 31.3 |
| 180 | 5.6 | 6.9 | 8.3 | 9.7 | 11.1 | 12.5 | 13.9 | 15.3 | 16.7 | 19.4 | 22.2 | 25.0 | 27.8 |
| 200 | 5.0 | 6.3 | 7.5 | 8.8 | 10.0 | 11.3 | 12.5 | 13.8 | 15.0 | 17.5 | 20.0 | 22.5 | 25.0 |
| 250 | 4.0 | 5.0 | 6.0 | 7.0 | 8.0 | 9.0 | 10.0 | 11.0 | 12.0 | 14.0 | 16.0 | 18.0 | 20.0 |
| 300 | 3.3 | 4.2 | 5.0 | 5.8 | 6.7 | 7.5 | 8.3 | 9.2 | 10.0 | 11.7 | 13.3 | 15.0 | 16.7 |
| 325 | 3.1 | 3.9 | 4.6 | 5.4 | 6.2 | 6.9 | 7.7 | 8.5 | 9.2 | 10.8 | 12.3 | 13.9 | 15.4 |
| 350 | 2.9 | 3.6 | 4,3 | 5.0 | 5.7 | 6.4 | 7.1 | 7.9 | 8.6 | 10.0 | 11.4 | 12.9 | 14.3 |
| 375 | 2.7 | 3.3 | 4.0 | 4.7 | 5.3 | 6.0 | 6.7 | 7.3 | 8.0 | 9.3 | 10.7 | 12.0 | 13.3 |
| 400 | 2.5 | 3.1 | 3.8 | 4.4 | 5.0 | 5.6 | 6.3 | 6.9 | 7.5 | 8.8 | 10.0 | 11.3 | 12.5 |
| 450 | 2.2 | 2.8 | 3.3 | 3.9 | 4.4 | 5.0 | 5.6 | 6.1 | 6.7 | 7.8 | 8.9 | 10.0 | 11.1 |
| 500 | 2.0 | 2.5 | 3.0 | 3.5 | 4.0 | 4.5 | 5.0 | 5.5 | 6.0 | 7.0 | 8.0 | 9.0 | 10.0 |
| 550 | 1.8 | 2.3 | 2.7 | 3.2 | 3.6 | 4.1 | 4.5 | 5.0 | 5.5 | 6.4 | 7.3 | 8.2 | 9.1 |
| 600 | 1.7 | 2.1 | 2.5 | 2.9 | 3.3 | 3.7 | 4.2 | 4.6 | 5.0 | 5.8 | 6.7 | 7.5 | 8.3 |

This chart is designed to show the relationship between a certain weekly salary and a certain volume of sales. If you know a clerk's salary and his weekly sales, by following the salary line down until it meets a line drawn from the sales, you will get the percentage which the clerk's salary bears to his sales.

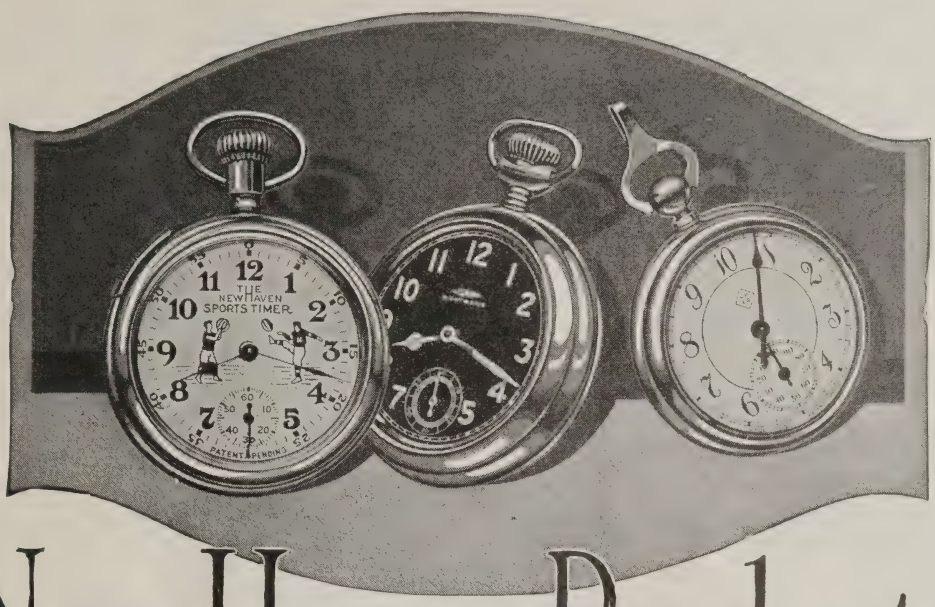
Other stores pay a small salary as a sort of drawing account and pay their employees a commission on all sales made; of course the salary received is deducted from the total commissions when commission payments are made.

Other methods will occur to you as you give this matter more careful attention. Any plan which increases earnings will stimulate sales and you will find that your clerks are really working for you and helping you to success rather than just putting in their time in your store.

| | |
|---|---|
| Men's wear | 9.49 |
| Shoes | 10.51 |
| Furniture | 11.50 |
| Department Stores | 9.65 |

In other words, if a shoe store salesman sells $300 worth of shoes in a week, he should receive a weekly salary of about $31.50; that is $300×10.51%=$31.53.

If a grocery clerk's average sales are $300 a week, his salary should be $300×8.46% or $25. If he is getting more than $25 he is being paid




# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

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### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

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### THE 100 MILE PEDOMETER

Wonderful instrument for recording the distance covered by walking. They go well when offered to Boy Scouts, Campfire Girls, hikers and many others. Just hang one on pocket edge or skirt band and it registers the miles up to one hundred. Adjustable to your stride.

**Retail Price, $2.50**

---

***PATRONIZE YOUR NEAREST DEALER***

THE NEW HAVEN CLOCK CO.
EST. NEW HAVEN CONN. 1817

a higher-than-average salary for the grocery business.

The accompanying chart shows at a glance just what percentage a clerk's salary bears to his sales, and from it any merchant can tell just how his clerks stand. The horizontal line at the top shows clerks' weekly wages. The vertical column at the left shows weekly sales. Find a clerk's salary in the horizontal column and his sales in the vertical column. Where the two columns come together will be seen the percentage his salary is of his sales.

### Sales Determine Salary

For example, a clerk who draws $25 a week and sells $300 worth of goods weekly is being paid at the rate of 8.3% of his sales. If he were a grocery clerk he would be getting about the average salary. If he were in the jewelry business he would be justified in asking for a raise of $5 a week to bring his salary up to the average.

Looking at it the other way, suppose you were a hardware merchant paying a clerk $25 a week. Following the $25 column down until you reached the hardware average you would find that this clerk should sell $230 worth of merchandise a week to earn the average salary paid hardware clerks.

Using this chart is a simple matter, yet data of this kind is a very effective argument to use in cases where undeserving clerks ask for increases in pay and in cases where clerk's sales are too low to justify the salaries they are getting.

It is one of the easiest methods of fixing salaries on a fair basis. Of course every merchant must keep in mind conditions in his own store and in his own community.

---

## A Dead One

¶ "Boss, I must have a ten dollar raise," said a young salesman.

¶ "You have had two raises in the last two months," replied the Old Man. "Why do you ask for another?"

¶ "Well, sir," said the young fellow, "I know you can't get along without me."

¶ "But suppose you should die. What then?"

¶ "Well, you would have to struggle along without me, I suppose."

¶ "Then you may consider yourself dead," replied the boss.

---

¶ No one likes to deal with a crook. They may call on him but it is not because they like the job, and then they keep their eye on him and sell with reservations.—Robert G. Duncan.


# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

**Olsen's**
**BASEBALL**
***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

**"OH-CHARLIE!"**
***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**

**3672 Milwaukee Avenue - - Chicago, Illinois**

# Don't Go Broke Figuring Profits Wrong

PRESTOLOG
(TRADE MARK REGISTERED)
PROFITMETER
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No 556
If cost is given by the case of one or more dozens set
the fine showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT
6 doz. cost $14.40
that's 20¢ each
you want to make 20%
sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

*For Sale by*

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

# Beginning with January the "Mercantile Co-Operator" has become

# Duncan's Grocery Searchlight

¶ The new name harmonizes with the editor's desires to throw the spot light of truth into the shady nooks in the grocery business. Pitfalls, skin-games, crookedness and confidence-destroyers will be mercilessly exposed.

¶ Don't miss an issue if you want to see what is beneath the veneer of misrepresentation.

¶ Don't miss an issue if you are honest with yourself and have a conscientious regard for your fellow grocers.

¶ Duncan's Grocery Searchlight will be edited for "thinking" grocers. Don't let your subscription lapse.

---

**Date**.....

**Duncan's Grocery Searchlight**
**Waukegan, Illinois**

**Enclosed find $1.50 for which send the "Searchlight" for one year to name and address below:**

**Please Write Plainly**
**Remit by Money Order Check or Postage**

**Name** .....

**Address** .....

**Town** .....

**State** .....

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ME

# SEARCHLIGHT

## DUNCAN'S GROCERY

$1.50 Yearly

Single Copy 15c

VOL. XIII | 20 S. Utica St., Waukegan, Ill. | No. 4

# *March, 1924*

## Swift & Company Stab Independent Grocers

SWIFT & COMPANY issued a bulletin February 13th, quoting special prices to chainstores. ¶ Sunbrite Cleanser is $2.88 to the chains—$3.35 to independent grocers. Classic Soap is $4.28 to chains, $4.60 to independents—25 case lots. All other Swift soaps are 10 percent less to the chains. All about this Big Five outrage in this issue—page 4.

¶ Palmolive and Creasey are given another scalding this issue.

¶ President Coolidge advises consumers to ruin prices—to put the merchants out of business. See page 4. A vote for Coolidge is in order—if you wish to be eliminated.

¶ Supreme Court Rules that Jobbers have a right to influence manufacturers not to sell chain stores. See page 10.

¶ Aftermath of Creasey's closing of Parkersburg, W. Va., branch will be found interesting to both "members" and non-members of the Creasey "system". See page 7.

¶ Governor Preus, of Minnesota given a little more publicity in this issue, as well as Proctor and Gamble.

Entered as Second Class Matter at Waukegan, Illinois

# *What National Advertising Has Done For Business*

"FOR FIFTY YEARS, we have been weaving into our economic life, until it has become the warp and woof of our existence, nothing less than an economic poison," says Ralph Borsodi in his book, "National Advertising vs. Prosperity."

## The Poison Ivy of Prosperity

¶ Here are some of the things Mr. Borsodi shows National Advertising to have done to business. He says:

1. CREATED A WASTEFUL CONFLICT.—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of national advertisers.

2. DEMORALIZED DISTRIBUTION.—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of national advertised and private brands.

3. REDUCED THE USEFULNESS OF THE JOBBER.—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field [illegible] stores which the jobber controlled.

[illegible] CHANGED THE BASIS OF PROF-

[illegible]

5. [illegible] by duplicating and [illegible]

the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. RAISED CONSUMER PRICES.—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. IGNORED VALUE-GIVING.—It has consistently ignored the necessity of "value-giving", by pricing nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. ATTACKED COMPETITION.—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear".

[illegible] It has restricted [illegible] consumers of the nation, by [illegible] them to pay luxury prices for [illegible] thus has injuriously affected [illegible] prosperity.

[illegible] ten good reasons why every [illegible] should read Mr. Borsodi's

[illegible] by Duncan's Grocery Searchlight, Decatur, Ill. Over 300 pages of facts—bound in cloth. Price $3.00.

**Get the book and get your eyes open—**

**Robert G. Duncan**

**Dun[illegible]**

Enclosed fi[illegible]

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# SEARCHLIGHT

DUNCAN'S GROCERY

CHICAGO OFFICE:
524 Terminal Bldg.
9 S. Clinton St.
CHICAGO

**An Independent Journal for Retail Merchants**

Published by Robert G. Duncan
On the 15th of Each Month

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95 Fountain Street
PROVIDENCE
RHODE ISLAND

*Subscription Price*
*One Year $1.50*
*Four Years $5.00*

VOL. XIII | MARCH, 1924 | No. 4


# Palmolive Soap and Cutthroat Creasy

## Double-Crossing Outfit Permits Creasey to Cut Price to Jobbers' Cost

THE PALMOLIVE SOAP COMPANY continues to ply the double-cross. Evidently wholesale grocers are "sick". Either that or they are asleep at the switch. Otherwise they would give Palmolive the "Bum's Rush", and compel the outfit to sell exclusively through the Creasey Corporation and such "Desk Lizards" as can stay in business at "cost plus 3%".

### Palmolive and Cutthroat Creasey

¶ Any one with any gumption knows that Old Creasey uses such double-crossers as Palmolive Soap Company to sell his worthless service contracts. It is by quoting Palmolive Soap and other nationally advertised junk at jobbers' cost that Creasey induces retailers to pay $300 for the privilege of buying from Creasey. It is by showing retailers these cut prices that Creasey inflames retailers against jobbers. But is Creasey half so much to blame as the Palmolive Soap Company? Is the soap company not more culpable than Creasey? Are they not the real cutthroats? We'll say they are.

### A Concealed Assassin

¶ Before the editor is a mailing card which was evidently furnished by Palmolive Soap Company to all jobbers. It quotes 12 gross of Palmolive Soap at $10.60; 6 gross at $10.75; 3 gross at $10.85; 1 gross at $11.00. That is the price jobbers are supposed to get.

¶ This card tells of a special deal. The free goods consist of 1 dozen Calumet Soap free with 1 gross of Palmolive.

¶ The price of Calumet Soap is $5.40 per gross—45c per dozen. That is a hell of a bunch of free goods! Forty-five cents on $11.00.

¶ But, hold on. In the same envelope with the card is a Creasey bulletin saying:

### New Deal on Palmolive Soap

*Until further notice we will give one dozen Palmolive Calumet Soap, a 5c seller with each gross of regular Palmolive Soap. Our price you will please note is not the same as quoted on the card inclosed but we charge you only $9.75 per gr. Order any quantity you need. All orders for 3 gross or more can be shipped freight paid.*

¶ Observe that the Creasey bulletin tells them the price will not be what it is on the card but that it will be $9.75 per gross.

¶ "ALL ORDERS FOR 3 GROSS OR MORE CAN BE SHIPPED FREIGHT PREPAID," says the Creasey bulletin.

¶ Palmolive quotes 3 gross at $10.85. Creasey cautions them that the Creasey price is $9.75. That is a savings of $1.10.

¶ That's our idea of a double-cross cutthroat game. The very fact that Creasey says freight will be paid on 3 gross shows Palmolive is dropshipping the orders taken by Creasey.

### Hold Them To It

¶ Palmolive Soap thinks it has provided an alibi. They will say, "*We furnished cards quoting jobbers' selling price. We know nothing of Creasey bulletins cutting the price to jobbers' cost. We will look into this, etc., etc.*"

¶ Don't let them get away with it. They know what Creasey is doing. They know he is selling at cost plus 3%. They know no jobber can get an order for Palmolive unless he handles it at the same margin or less. Creasey and other cutters are used to forcing wholesale grocers to handle the stuff at a loss.

¶ It is by just such damnable deals and double-deals that wholesale grocers are being driven to the wall. Were it not for these drop shipment cutthroat deals put out by double-crossing manufacturers the Creasey Corporation would not be able to bilk retailers from coast to coast.

¶ It is this very thing, and this only, that enables Creasey to sell his worthless contracts at $300 each. It is with Palmolive connivance

and assistance that Creasey is able to show that jobbers are robbing retailers.

### What A Chance!

¶ Who is going to buy 12 gross of Palmolive Soap from a wholesale grocer at $10.60 when he can buy 1 gross from Creasey at $9.75 delivered and get that hell roaring bunch of free goods (12 bars of Calumet Soap, 45c) into the bargain?

¶ What merchant is simp enough to pay a wholesale grocer $11.00 for a gross of Palmolive when he can buy it from Creasey for $9.75?

¶ How many jobbers will read of this bushwhacking by Palmolive and not resent it? How many will give Palmolive salesmen the "Bum's Rush" when they call with their infamous free deals?

¶ Proctor & Gamble? Why! they are Christian gentlemen in comparison with Palmolive Soap Company. Jesse James? Why! Jesse never shot a man from ambush. Judas Iscariot? I say to you Iscariot would not have stooped to dealing with or through Creasey in this secret underhand cutthroat way.

¶ Soapy Smith? Our information is that "Soapy" instructed his tongmen to give the victim a chance for his life and that he refused to pay for bodies shot in the back.

¶ Creasey the cutthroat is no worse than the double-crossing manufacturers who employ Creasey to do their dirty work. Yes, Creasey has more honor and more honesty than Palmolive Soap Company. That is if he has any honor or honesty.

¶ Retailers, we advise you to purchase your Palmolive from Charles M. Sledd of Lyons, Kansas. Creasey will make you pay $300 for a membership. Sledd will sell you Palmolive Soap without demanding a fee.

¶ Wholesalers, I suggest that you quit trying to get $11 for Palmolive so long as they let Creasey and Sledd sell it for $9.75 for it's a cinch you won't sell it.

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# Swift & Company Favor Chainstores

## Seems Bent on Exterminating Independent Grocers—Grocers Should Hit Swift Products Hard

FIRST LOOK AT THE NEXT PAGE, READ that Swift & Company bulletin, then come back here and read this.

¶ The Swift bulletin tells the tale. It shows that a little click of chainstores have consented to handle Swift's soap provided they get a special price—get the best of their competitors.

¶ That's not all. It shows that Swift & Company will go into a backroom and make any sort of a dirty deal that will get Swift & Company a little business. Also it shows Swift & Company capable of any sort of underhand work.

### Look At The Bunch

¶ Take a slant at the Swift favorites. First is Piggly Wiggly, a chainstore concern that has run the whole gamut of rascality in fleecing the public. Piggly Wiggly is literally swamped with litigation. The outfit lost over a million dollars on operation last year. Well, our idea is that Swift picked a dead one when he put Piggly Wiggly on the favorite list.

¶ Next is our old college chum Woolworth. If there is any concern in America that needs subsidy and rebates to keep it going we believe it is F. W. Woolworth & Company. Their stores are veritable junkyards. The only time they have any goods of merit is when they use a case or two for fake advertising purposes. When we see goods in Woolworth's dumps we conclude the makers are hardup or that the goods have become degenerate junk.

¶ Therefore we feel that Swift's soap has found its level at last.

¶ What we said of Woolworth goes for the J. C. Penny Company. If Penny carries any new goods they must carry them under the counter. What we have seen look like the vintage of 1892.

¶ The other three Swift favorites are not worth mention and to show our contempt we pass them up.

### Give Swift Swift Kick

¶ Look at the bulletin again. It is addressed to:

All District Managers
All Branch Managers
All Car Route Sales Depts.
All Plant Soap Departments.
All Soap Salesmen.

¶ That shows the whole gang is notified to favor these select (?) chains on soap—to give them the best of it.

¶ As for soap we are not concerned. Our information is that Swift doesn't sell enough soap to flag a handcar.

¶ But, if this gang is getting these low prices on soap, what are they getting on Libby milk, Swift's bacon, lard, oleo and the long line of Swift products?

Swift & Company
Union Stock Yards
Chicago

February 13, 1924.

ALL DISTRICT MANAGERS
ALL BRANCH HOUSES
ALL CAR ROUTE SALES DEPTS.
ALL PLANT SOAP DEPARTMENTS
ALL SOAP SALESMEN

CHAIN STORE SOAP PRICES.

Effective immediately prices of soap products for.

Piggly Wiggly Stores
F. W. Woolworth Company
S. S. Kresge Company
McCrory Stores Corporation
McLellan Store Company
J. C. Penney Company

are as follows:

| Sunbrite Cleanser $2.88<br>Classic Soap 4.28 | Sunbrite Cleanser $3.15<br>Classic Soap 4.43 | Sunbrite Cleanser 3.40<br>Classic Soap 4.58 |
|---|---|---|
| Delaware | Arkansas | Arizona |
| Dist. of Columbia | Kansas | California |
| Illinois | Nebraska (except Omaha) | Colorado |
| Indiana | North Dakota | Idaho |
| Iowa | Oklahoma | Montana |
| Kentucky | South Dakota(except Lead) | Nevada |
| Maryland | Texas (except El Paso) | New Mexico |
| Michigan | Louisiana (west of River) | Oregon |
| Minnesota | | Utah |
| Missouri | | Washington |
| New England States | | Wyoming |
| New Jersey | | Lead, South Dakota |
| New York | | |
| Ohio | | |
| Pennsylvania | Sunbrite Cleanser $3.20 | |
| Virginia | Classic Soap 4.58 | |
| West Virginia | | |
| Wisconsin | El Paso, Texas. | |
| Omaha, Neb. | | |
| Alabama | | |
| Florida | | |
| Georgia | | |
| Louisiana (east of River) | | |
| Mississippi | | |
| North Carolina | | |
| South Carolina | | |
| Tennessee | | |

All other soap products, list less 10%.

SOAP DEPT.
#159

SWIFT & COMPANY,
PER - H.C.S.

Form C 1991

---

¶ Do you suppose Piggly Wiggly will handle soap and not demand the best of it on other Swift products?

¶ Independent grocers hold four aces in this Swift poker game. They distribute the bulk of Swift grocery articles. If the independent grocers will now give Swift & Company products the swift kick for the next six months, we may see another segment of the Big Five in bankruptcy.

¶ Do your stuff, grocers. Tell Swift & Company to sell their hams, bacon, lard, oleo and compounds through their favorite chainstore junkyard.

¶ That will probably bring Swift to his senses and make a Christian out of him. Hit Swift & Company in the pocketbook. It is the only part of their anatomy that has a conscience. Pour the hot stuff on them. The concern is working to the point of opening monopoly chainstores to distribute their monopoly products. They hate every man that has a mite of independence in his makeup. They want a food monopoly owned by Swift & Company. They love retail merchants for what they can get out of them. They wake up in the night to hate independent wholesale grocers.

¶ The remedy is in your handls. Bottle up the Libby lines. Libby, McNeill & Libby, is 100% Swift & Company. Do your stuff, grocers. Hand Swift & Company another package. It is coming to them.

---

# Eliminate the Middleman's Profit

## Says President Coolidge—Advises Co-Operative Buying by Consumers

WELL, WELL, WELL. It begins to look like curtains for retail grocers. Yep. The grocer will have to go.

¶ President Coolidge has spoken to that general effect and that should settle it.

¶ No use hollering, boys. Calvin has spoken. 'Sfact.

¶ In giving his approval to co-operative selling organizations the President went further saying:

¶ There is need of a similar organization of consumers to *"lessen the burdensome costs of conveying the necessities of life from producer to consumer."*

### We're Flabbergasted

¶ The utterances of the President on this subject simply knocked the props from under us. We were just oiling up our editorial artillery in preparation of taking the field for Calvin. We were in readiness to issue the call to all businessmen to get behind Coolidge. Our pencil was poised to assert that the President is not tainted with Socialism when this nightmare struck us squarely between the lamps.

¶ Shocked? Verily. The long forgotten war cry of the ancient Siwash could not have surprised us more. Dumbfounded? Aye! The shout that shook the Colosseum's roofless walls could not have transfixed us to the spot more mutely. Stricken? Yes. Struck down as was Paul of Tarsus.

¶ Flabbergasted? Now you're shouting. That's the word. Flabbergasted.

### Say Your Prayers, Grocers

¶ What are we going to do about it? Well, now what *can* we do? Can we set our opinion against the President of these United States, in the midst of his political campaign?

¶ What can grocers do? Can they afford to make a holler when Mr. Coolidge's success hinges on their elimination?

¶ Why! the only decent thing to do is to train in with the President and help eliminate the grocers. Certainly. Hasn't the President a perfect right to eliminate and keep on eliminating middlemen if the operation results in his re-election?

¶ What are we going to do? We are going to turn Socialist (Red) and ride the eliminator to fortune and fame—especially to fortune.

¶ Switch? Why certainly. If President Coolidge, with Mellon, Denby and Daugherty to advise him says it is time to embrace Spartan communism, surely we will add our voice to the chorus.

¶ In fact there's nothing else to be done. The retail grocer is a nuisance, a menace, an Oregon-boot on the leg of progress. It's a wonder he has held on so long. If he does the graceful thing he will now step forward and be eliminated, so Congress can go ahead and appropriate money to finance the consumer-owned co-operative buying organizations the President has recommended.

¶ Step right this way, gentlemen, and be eliminated.

---

## Counter Sights

¶ "I don't like to trade with Ephrain Jones—his counters are a sight! Full of junk he wants to be rid of, and not dusted except where purchases keep them clean."

¶ If you want your store advertised with reverse English, just pile your counters so full of stuff as to make it impossible to see your customers excepting between piles. The counter is the avenue to your cash register. Let it be clean and free from "junk."

---

¶ The meanest man in the world is the fellow who sends his orders out of town and employs a grafter of the Creasey type to undermine home industry.—Robert G. Duncan.

# Creasey Dump at Parkersburg, W. Va., Closed

## No Surprise in That, But Here Is Some of the Evidence Showing How They Treated "Members" in That Vicinity

Yes, the Parkersburg branch of the self styled "largest wholesale grocers in the world" is closed. Was closed sometime ago, in fact and it certainly gave some **wonderful service** and carried such a **complete line,** that is if you want to believe the claims of the "largest wholesale grocers in the world". But the Marpleton Store Co., of Marpleton, W. Va., has a different story to tell, and it supplies evidence of a most damning nature against the Creasey crowd. First is the Marpleton Store Co's letter, which reads as follows:

"Enclosed find papers which speak for themselves. We would like to see a receiver appointed at once to clean up this rotten game and pay us back our money. You will note on the membership certificate that we sold it to H. W. Mollohan, but we had to redeem it. Mollohan bought only $100.39 in merchandise, and the writer went into Creasey's store at Clarksburg and offered to pay this off, and at the same time asked them if they would ship us $300 in merchandise, and an additional $200 worth for which we would pay cash. The manager said he would wire the Kentucky Office to see what rating the Marpleton Store Co. would have after it had paid the $100.39 worth of merchandise previously purchased by Mollohan. Enclosed you will find telegram on a sheet of Creasey's paper which the manager crumpled up and threw into the waste basket. I picked it out, and the manager tried to prevent me from taking it. But I read it, and then I told him—"*I thought all this time you all were crooks and now I know it.*" Now I'm asking that you get in communication with all members in W. Virginia who are connected with this rotten game, ask for receiver, sell it out and pay us back at least a part of our money. Their Parkersburg house closed in six months after I got our membership.

"Yours for co-operation in the matter,
Marpleton Store Co."

¶ The telegram from Creasey's Louisville headquarters to the manager at Clarksburg where the Marpleton Store Co. tried to deal after the Parkersburg house was closed reads as follows:

"One hundred dollar rating only allowed on Marpleton Store Co.
Creasey Corp."

¶ The date of the telegram is August 29th, 1923, and it shows conclusively that after Creasey has wheedled $300 out of a merchant for a so-called "membership" he uses high handed methods and refuses to allow the amount of credit guaranteed by the certificate. In other words, Creasey's guarantee isn't worth the paper it is written on. He has the merchant's $300 but the merchant can whistle for his merchandise. Creasey, the Tsar of his so-called co-operative dump, runs the shebang just as he pleases until the government interferes with this muleting of grocers. If Creasey, after having taken a merchant's $300 and guaranteed that much credit extension, arrogantly cuts it down to $100 at will or whim, then every one of his contributors should buy merchandise to the fullest extent possible and let Creasey whistle for the money just as he let the Marpleton Store Co. whistle for merchandise. You see, Creasey has the $300, and the Marpleton Store Co. has nothing but a $100 credit. Where is the justice in the transaction? Where are the Federal Trade Commission and the Attorney General? Creasey can't get away with that stuff in the State of Oregon—not by a damsite. He tried it. Ask him what happened when Duncan exposed his schemes.

¶ The Marpleton Store Co., has made an affidavit and placed the case in the hands of its attorneys. The affidavit follows:—

STATE OF WEST VIRGINIA,
COUNTY OF BRAXTON, SS.

H. J. Mollohan, being first duly sworn says that on the 21st day of January, 1921, he and A. C. Mollohan were partners, trading and doing business under the firm name and style of THE MARPLETON STORE COMPANY, a general merchandise retail store at Marpleton, in the county of Braxton, West Virginia. That on said date of January 21st, 1921, he executed and delivered a check of said Marpleton Store Company to The Creasey Corporation for $300 drawn on The National Exchange Bank of Weston, West Virginia, which check was duly presented to the said bank by said The Creasey Corporation and paid on January 22nd, 1921, which check thereby paid in full a membership certificate to The Creasey Corporation entitling the Marpleton Store Company, for a period of twenty years from the date thereof, to the full benefit of the terms of said certificate therein set forth, and the said membership certificate, on the face thereof, receipted the payment to the said corporation of the aforesaid sum. The said membership certificate was issued to the said Marpleton Store Company on January 25th, 1921.

The affiant further says that the said The Marpleton Store Company, while it was the owner of the said certificate and before it was

transferred to H. W. Mollohan on the 24th day of June, 1921, complied with the terms of the said certificate as to the duties and obligations binding upon the said Marpleton Store Company as therein set forth, in each and every particular; but the said The Creasey Corporation failed and refused to comply with the provisions in said membership certificate contained, binding upon the said corporation and by it agreed to be done, in the following particulars that is to say:

(a) On January 31st, 1921, five days after the receipt of the membership certificate by The Marpleton Store Company, affiant, acting for said company sent an order for goods amounting to the sum of $300.00, which order was filled to the extent of $117.00 only, with the statement attached to the bill of said The Creasey Corporation at the bottom, "This is all of your order we are able to fill at this time." The residue of the said order was never filled. On June 6th, 1921, this bill was paid after notes were executed payable through the bank of Sutton, and the said notes were paid direct to the company by said check, which includes the interest on said notes of $2.29. And the affiant received a letter from the Creasey Corporation, Parkersburg, West Virginia, on 2/4/1921 in which said company admitted its inability to fill said order because certain membership certificates were not at that time paid in, because of which The Creasey Corporation was unable to fill its customer's orders; and in which said letter the said corporation admits that affiant's stock or membership certificate issued to The Marpleton Store Company was paid in full. Said letter likewise admits that the said The Creasey Corporation could only buy goods as the money came in.

(b) On February —— 1921, an order was sent by The Marpleton Store Company to The Creasey Corporation for

1 Box Hoarhound Drops, (Huffs.)
2 Boxes Spearmint Gum.
2 Boxes Doub'emint Gum.
2 Boxes California Gum.
2 Boxes Honey Fruit Gum.
2 Rolls Longhor's Cheese.
½ Case Mother's Oats.
½ Case Mother's Oats, 10s.
2 doz. Good Luck Baking Powders, 10c size.
10 Boxes Ass'd Penny Candy, 100 count.
1 30-lb. Pail Cheap Mixed Candy.
50-lb. D. S. Meat.
2 Doz. Hot Drops.

With this order was another, marked "2nd" which was asked by the affiant to be shipped by freight and the order copied above was asked to be shipped by express. Both these orders were refused shipment, because of the failure to pay the $117.00 as aforesaid, $114.00 with interest, which amount was paid by The Marpleton Store Company in the manner as set forth in paragraph (a) above.

(c) On March 28th, 1921, another order was sent The Creasey Corporation, to be shipped by express, as follows:

1 Box Apple Sun Cured Tobacco.
1 Box Brown Mule.
2 Boxes Stogies.
1 Case Mail Pouch.
1 Case Honest Scrap.
1 Case Beech Nut.
1 Case Black Pepper. 10 cent size.
1 Case Sweet Snuff.
1 Doz. Turpentine.
1 Case Rumford Baking Powder.
1 case Honey in square pound blocks in comb.
2 Doz. Prince Albert Smoking Tobacco.
1 Roll Cheese.
1 Small Case Bluing.
1 Case Soap, 100 cakes, cheap grade.
1 Case Red Seal Lye.

The above was ordered by express. Also, 10 bbl. flour to be shipped by freight. This order was also refused shipment. These orders were not refused for lack of supplies, but were absolutely refused to be shipped either in whole or in part.

Affiant further says that many items were sold The Marpleton Store Company at same prices quoted elsewhere by wholesale merchants and jobbers, and, as to sugar, affiant for his company paid 25 cents per hundred pounds more than it could be purchased elsewhere. These things constitute a violation of the terms of the membership certificate.

The affiant further says that on June 24th, 1921, he, in company with Mr. H. W. Mollohan, for the purpose of having the certificate of membership assigned to the said H. W. Mollohan, went to Parkersburg, West Virginia, and while there, the said H. W. Mollohan desired to purchase goods. While in Parkersburg the affiant and the said H. W. Mollohan went to the building of The Creasey Corporation and there saw Mr. Dewey M. Orr, the manager in charge and asked him to permit the assignment of the membership certificate to Harrison W. Mollohan, to which the said manager readily agreed, and the said certificate was so assigned, as appears on the reverse side thereof, to the said Harrison W. Mollohan. While there and on said date, this affiant gave the said The Creasey Corporation, the check for $117.00 for the account (notes) and interest hereinbefore set out. And the said Harrison W. Mollohan then and there, in the store of The Creasey Corporation at Parkersburg, with the full assent and agreement of the said corporation by Dewey M. Orr, its manager in charge, gave an order for goods amounting to $460.83, in which amount is included $319.43 of groceries and the residue of $141.40 for sugar, not including the discount. The said H. W. Mollohan then and there executed and delivered his check to said corporation on The Home National Bank of Sutton, West Virginia for $141.40 for said sugar and his check for $19.43, being the balance of the grocery order in excess of the credit of $300.00 to which he was entitled. The said H. W. Mollohan made said order of goods then in the store of the said corporation and affiant and said H. W. Mollohan picked out and designated the various and several items thereof. The said Dewey M. Orr was asked if said goods were immediately to be shipped and he replied they would be, either the second or third day following June 24th, without fail. The sugar so paid for was received in an immediate time, just a few days after the order, and only $100.39 of the $319.43 order was ever received. The residue of the said order, although the items were seen and inspected by affiant and H. W. Mollohan, in the said store, were never shipped.

Affiant further says that the said Marpleton Store Company and H. W. Mollohan have damaged and prejudiced in the business in which they were and are engaged of merchandising, at Marpleton aforesaid in the sum of $200.00 at the

least, and the expenses of the said H. W. Mollohan and affiant in going to and from Parkersburg on June 23rd to 25th, 1921, amounted to $49.00. H. J. MOLLOHAN.

¶ On Creasey's invoice of January 31, 1921, we find this notation:

"We do not handle feed except scratch feed. Please order from bulletins. This is all of your order we are able to fill at this time."

¶ The invoice shows a total of $117.70 against an order of over $300. In Creasey's letter of February 4th, 1921, we find the following illuminating statements given to their contributor:

"We regret to advise that we are unable to furnish you with all your tobacco and snuff and also feeds.

"As you realize the money paid in this is put into merchandise and we do not have all full paid members as yourselves and therefore we have to buy the merchandise as the money comes in.

"If you will kindly order from our bulletins that are sent you we can usually fill all the order, but do not order from one that is several weeks old."

¶ Fine stuff, isn't it, for the "largest wholesale grocers in the world?"

¶ Now here's another angle to the transaction, and it's a peach. The Marpleton Store Co. paid $300 in cash to Creasey for that certificate, and *gave no notes* for it, but on February 25th, 1921, just twenty-one days after the manager had said "we do not have all full paid members as yourselves," The Creasey Corporation in a letter signed by one Jos. A. Hennessey tries to put this one over:

"Please be advised that the first one of four notes of $62.50 each, given us as part payment for your membership in our Parkersburg, W. Va., branch fell due at this office on February 18, 1921, and remains unpaid. This is, as you know, a purely co-operative enterprise, etc., etc."

¶ What feelings the Marpleton merchant must have had when he was dunned for a note he had never given, and was fed all that bunk about the "purely co-operative enterprise." The Creasey Corporation was not then—nor is it now—a "purely co-operative enterprise." It is a Delaware Corporation controlled by L. L. Creasey through hand-picked officers, managers and organizers, robbing grocers in the guise of co-operation. Again on April 28, 1921, a person by the name of W. H. Kelly signs for The Creasey Corporation in a letter to the Marpleton Store Co., and tries to put the note fake over again. It says:

"It is again necessary to call attention to your first, second and third of four notes of $62.50 each which fell due at this office February, March and April 18, 1921."

¶ After this letter the Marpleton Store registered another positive kick and got this weak-kneed excuse in reply:

"Mistakes will occur in the best regulated business, and in this instance, we failed to check your balance off on the index card."

¶ On Creasey's invoice of February 2, 1921, we find this tid-bit: "We have no loose coffee at this time." Honest to heaven, what do you think of that? "Largest wholesale grocers in the world" haven't any loose coffee on hand!

¶ There's the story of the Parkersburg, W. Va., dump and the methods used by the Creasey outfit to discourage a merchant after he had paid in his full $300.

¶ What a fine system of graft and corruption it is! Get the grocer's $300 and to —— with him after that. Treat him much worse than any reputable wholesale house would think of doing, only because the hook is in and he's caught for his $300 investment. Yes, and further, the contract with the Marpleton Store stipulates that the house at Parkersburg was to be opened only after 200 merchants had bought "memberships," but as is Creasey's custom, in order to retain the money paid in and collect the notes, he did not wait that long. Houses are opened with a worthless stock until "members" have paid up, and then are closed. That's Creasey's system!


# FOR SALE

## A Retail Mercantile Business. General Line.

Real estate, 40 acres, eight dwellings, large store building, garages, etc. Value $26,500; Fixtures $3,500; Stock $30,000. Will sell all, or retain real estate and rent at reasonable rent, and sell stock and fixtures.

Am in position to allow long easy terms.

Sales in 1923 over $250,000. Net profit almost, $10,000.

**May Mercantile Co.**

**Woodville - West Virginia**

# Supreme Court Rules that Jobbers have the right to influence manufacturers not to Sell Chain Stores

## Supreme Court Tells Why Wholesaler May Cease Purchasing from a Manufacturer for Any Reason Satisfactory to Itself

THE UNITED STATES SUPREME COURT has ruled that a jobber has the right to influence a manufacturer, either by persuasion or by threats to discontinue buying, not to sell direct to a chain of retail stores, even though the headquarters of such a chain may be selling at wholesale prices to independent retail stores, hotels, restaurants and others.

¶ This decree was handed down on January 7, and terminates the suit of the Federal Trade Commission against the Raymond Brothers-Clark Company, of Lincoln, Nebraska, on appeal by the Commission from the United States Circuit Court of Appeals for the Eighth Circuit. The Associate Justice of the Supreme Court who read the final decision commented on its unusual importance because of the fact that there are now many similar cases pending in the United States courts in various parts of the country.

¶ The complaint issued on October 28, 1919, sets forth that the Lincoln company is a wholesale grocery jobber, doing an annual business of approximately $2,500,000, and then presents the details of a specific transaction on which the Commission bases its charge of unfair competition and restraint of trade.

¶ In defense of the suit the Raymond Brothers-Clark Company accepted, in the main, the report and findings as to the facts of the Federal Trade Commission. Briefly, the report recites that a pool car was consigned to the respondent by the T. A. Snider Preserve Company, and that the car contained shipments of goods for the Nebraska jobbers, several wholesalers, and the Basket Stores Company.

¶ Although the Commission contended that the last named concern should be considered a jobber since, besides operating a chain of retail stores, it sold about ten percent of its volume at wholesale to independent stores, hotels and restaurants, the respondent refused to consider the Basket Stores Company as a wholesaler or a competitor, and took exception to the Commission's complaint on this point.

¶ The report states that the Raymond-Clark concern unloaded the car, held the Basket Stores' goods in its warehouse for about a month, and then, after reshipping the goods, charged the Snider Company $100 as a jobber's profit.

¶ "This deduction," the report continues, "the Snider Company refused to allow, and returned the remittance. Whereupon, on December 16, respondent wrote the Snider company, insisting upon the allowance of this commission, protesting against the action of the Snider company in selling direct to the Basket Stores Company, and threatening the Snider company with the cessation of the respondent's business and return of all the goods produced by the Snider company then in respondent's stock, if this commission were not allowed and the Snider company continued direct sales to the Basket Stores Company."

¶ It is also shown by the report that the Snider company, early in the January following, made an unsuccessful attempt to settle the controversy by sending a representative to call on the president of the Raymond-Clark company, and that the latter concern, according to the threats of its letter previously mentioned, ceased to purchase from Snider.

¶ The Circuit Court of Appeals set aside the order of the Federal Trade Commission.

¶ In its prosecution of the case before the Supreme Court, the Federal Trade Commission contended that the practice attacked fell within both of the classes of practices declared by the court to violate the act, the classes being, first, those practices which are contrary to good morals because characterized by deception, bad faith, fraud or oppression, and, second, those which have a dangerous tendency unduly to hinder competition.

¶ The Commission further contended that, under the Trade Commission Act, the interference with interstate commerce is unlawful whether the method is employed by one or by many. "No contract, combination, or conspiracy need be present, as in proceedings under the Anti-Trust Act, but a method which has the prohibited result, i. e., dangerous tendency unduly to hinder competition, is unlawful if employed by any person, partnership, or corporation."

¶ In stating its case Raymond-Clark argued that a single act, even though it may be subject to criticism as unfair or immoral, without evidence of a general practice, tending to establish an unlawful method in business, is of concern only to the individuals interested and is

not a matter of public interest and does not constitute "unfair methods of competition."

¶ The respondent also claimed that the order to cease and desist was improvident and was rightfully annulled by the Circuit Court of Appeals, because it did not follow the complaint and was not based on the findings of fact, continuing with the argument:

¶ "The only claim of violation of law, on the part of the respondent, is that it threatened to decline to make further purchases of merchandise from T. A. Snider Preserve Company if this company sold to retail dealers. Respondent claims the right to select the manufacturer from which it will purchase and insists that it had a right to make this selection by eliminating any manufacturer who sells to competitors of its customers at the same prices charged to wholesalers. If Basket Stores Company could acquire the Snider products for resale to consumers at the same price paid by respondent, it naturally follows that this respondent must then elect between re-selling the products at actual cost or declining to purchase the products."

¶ The argument also emphasized the claim that a dealer in merchandise has the right to select his merchandise and to select the persons from whom he may wish to purchase, for any reasons which seem sufficient to him or for no reason at all. And it was also pointed out that a dealer may urge a manufacturer to adopt a particular sales policy agreeable to his wishes and may advance such reasons as occur to him to support the policy he has advocated to the manufacturer, and may declare his unwillingness to trade with the manufacturer except upon his own terms.

### Affirms Opinion of Lower Court

¶ This outline seems to cover the most salient features of a rather voluminous case. The opinion of the lower court which the Supreme Court reviewed and affirmed, after discussing the legal phases of the complaint and the transaction described, continues:

¶ "We are of the opinion that the findings of the Commission do not show respondent to have been guilty of unfair method of competition so far as the Basket Stores Co. is concerned, or others similarly engaged in business. There is no finding that respondent combined with any other person or corporation for the purpose of affecting the trade of the Basket Stores Company or others similarly engaged in business. So far as respondent itself is concerned it had the positive and lawful right to select any particular merchandise which it wished to purchase and to select any person or corporation from whom it might wish to make its purchases. The respondent had the right to do this for any reason satisfactory to it or for no reason at all. It had a right to announce its reason without fear of subjecting itself to liability of any kind. It also had the unquestioned right to discontinue dealing with any manufacturer or in this particular instance with the T. A. Snider Preserve Company for any reason satisfactory to itself or for no reason at all. Any incidental result which might occur by reason of respondent exercising a lawful right can not be charged against respondent as an unfair method of competition."—*Printers' Ink.*

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## Famous Business Proverbs

By John T. Bartlett

*The cautious seldom err.*—Confucius.

ONE OF THE GREATEST LITERARY figures of all history is Confucius, Chinese sage, who lived some five hundred years before the beginning of the Christian era.

¶ And one of the greatest things that Confucius ever said is the proverb quoted above, "The cautious seldom err." Though his wise sayings are volumnious, the Encyclopædia Britannica, quoting eight of the most popular ones, included this one. If Confucius had said nothing else, and it had been properly recorded, "The cautious seldom err," would have perpetuated his name down the long road of the centuries.

¶ We note a peculiar condition with respect to famous business proverbs. Some which had great currency in early times are far less often used today. With others, the reverse is true. Caution, undoubtedly always a principal ingredient of the illusive thing we call business ability, was given greater homage in old-time literature than modern writers give it.

¶ Euripides said, "Among mortals, second thoughts are wisest." Rothschild said, "Be cautious and bold." Victor Hugo declared, "Caution is the eldest child of wisdom." H. W. Shaw said, "Caution, though very often wasted, is a good risk to take." Literature is replete with similar allusions.

¶ Modern literature is a literature of great optimism. This is a seller's age—and the language of selling always has been and always will be enthusiastic.

¶ Still, all good business men, more or less instinctively, are cautious. Sellers don't counsel them to be. Most current literature doesn't teach them to be. Principally what teaches business men caution is experience. "Once bitten, twice shy," says the proverb.

¶ I have often thought that in place of many of the jazzy slogan cards we find on merchants' desks, "Second thoughts are wisest," or "The cautious seldom err," would, besides being more literary, be far more helpful. What has immortalized these proverbs is Truth.

# Practical Ideas For Retailers

## A Catchy Sales Idea

OFTIMES, MERELY A DIFFERENT sales angle will enable you to clear your shelves of old stock. Most selling is done through an "idea." If the idea takes hold of the public fancy the sale is made. If you want to move some merchandise now announce that you are holding "An Even Break" Sale on this merchandise. One way of advertising it is to take some black enamel and draw a thin line across your window glass so it will appear as if it had been broken evenly. Use a sign that reads:

### It's An Even Break

*All we're going to do is to get our money back—and get the room we need for new goods.*

## Seek Mail Orders, Too

¶ In distributing or mailing announcements of a special sale, which describes and prices the merchandise offered, it is a good idea to wrap to self addressed envelopes inside the folded circular. Also state in your circular that orders by mail are solicited, and while they cannot be shipped until the day of the sale they can be mailed to you in advance thus insuring prompt shipment. Money for goods and sufficient to cover parcel post or express charges should be remitted with order, and your circular should contain the explanation that after package charges are paid, any sum remaining will be returned. Always in asking for orders by mail even the simplest details should be explained.

## For The Easter Window

¶ Fluffy young chicks in the window never lose their attraction. They are always in motion and they are a sign of Easter that invariably halts the passersby. If you show them, have a sign that couples up the Easter window with what you have to sell as:

### Just Out (or Just Arrived)

The most attractive lot of———— that you've ever seen. Come in and see them.

## Supplying The Public Demand

¶ It is not always possible for the merchandise buyer to anticipate the requirements of his trade on certain articles—especially as to new products. As a guide to the buyer many stores supply their sales force with small pads of paper on which they make note of each call for articles not in stock and the name and address of customer. At the end of the week or month the buyer can go over these slips and where the demand has been sufficient to warrant, he can place an order for the article.

## Use "Reminders"

¶ The value of suggestion in advertising and salesmanship can be used often and profitably by the retailer. Two ideas, very simple but sales-building are given herewith:

*Saving Orders.*—A convenient method of connecting the purchase with your store is by use of "I Need" pads. The size of this pad should be about 3x5 inches and each pad should contain eight or ten blank lines and across the top should be printed in bold letters the line:

### "I Need To Buy At The Boston Store"

¶ Wrap one of these pads in each bundle. They are convenient as reminders and the fact that your name is printed on the slip carries with it the suggestion that your store is the place at which the goods should be purchased. The cost of these slips should be very low as only a medium grade of paper need be used.

¶ *Suggestion Sign.*—A profitable store idea is the use of a "reminder sign" hung over the entrance where it will catch the eye of customers leaving your store. Sign should be in plain bold letters and read similar to:

### "Have You Forgotten Anything"

¶ Copy of sign should be changed weekly. An excellent form of sign is a large painted cardboard hand with pointed finger wrapped with string and a tag shaped cardboard with wording. The suggestion will result in many sales to persons who really need them, but are dilatory buyers.

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¶ "Habit is a great thing if properly directed. Politeness, gentleness, honesty and veracity may be our habits if we will practice these virtues long enough," says Coleman Cox.

THE MERCHANTS' FORUM
Open for the discussion of all subjects touching the grocery and general merchandise business by our subscribers

THIS GROCER A REAL FIGHTER

¶ G. H. Pantley of Yalaha, Florida, writes what he thinks of Creaseyism in the following statement:

Dear Editor: I admire very much the way you are handling the Creasey Corp. They got me for $50.00 which was the first payment, and I gave my notes for $250.00. But after some skirmishing I got my notes back but let them have the $50.00 because I saw no way to get it back.

Yours truly,
G. H. Pantley.

¶ Apparently Mr. Pantley accomplished something when he got his notes back. A lot of grocers who also gave notes might like to know how he did it. We will invite him to tell us what method of persuasion he used.—*Editor.*

THIS MERCHANT WAS ROBBED

Valier, Pa., Feb. 6.—To the Editor.—Enclosed find check for $1.50 for my subscription. Also my contract with the Creasey Corporation and my agreement with the agent for the Creasey Corporation.

I took three shares in the Creasey Corporation with the understanding that he would not call at another store in Valier but he sold shares to one more store. When I found it out I did not pay any more for a time. Then they left it with an attorney for collection. I have paid now about $150. I don't buy from them any more as I can get goods cheaper right at home. Furthermore the Pittsburgh house has little to sell and cannot furnish 50% of my requirements.

C. A. Anderson.

¶ Note: We will give you more on this case in an early issue.—*Editor.*

SAYS WE ARE O.K.

Wesley, Iowa, Feb. 19.—To the Editor.—Enclosed is check for the *Searchlight.* I am glad to help support a real paper that will expose the rotten deals that Brother Creasey was pulling off among us merchants. You are doing the right thing.

Ben F. Felt.

UNADULTERATED IGNORANCE

Claridon, O., Jan. 25.—To the Editor.—Let me ask you kindly to take my name off your list for I am heartily sick of your vaporings about Creasey & Creaseyism. It is my belief that where houses have been closed it has been the fault largely of the members. I know of many members who saved their membership fee the first year. One man said in my hearing that he saved his membership fee on just one order. I know what you will say so it is not necessary for you to say it. No receipt required.

W. B. Bruce.

OUR WITHERING REPLY

¶ W. B. Bruce,
East Claridon, Ohio.

¶ Dear Sir:

Who asked you for advice about Creasey? Darn sure the writer didn't. When I want to know any more than I do about Creasey and his band of ignoramuses I will not seek the information from men who write such letters as you do.

¶ When you state that a merchant saved $300 on a single order placed through Creasey you reveal your ignorance. If Creasey could undersell competitors even 5% he would soon have a monopoly of the business. Instead of that Creasey has a record for bankruptcies and failures such as no other man ever made. Forty branch houses closed is the Creasey record. Some record. Twenty thousand retailers skin-

ned out of from $50 to $300 each. Less than half a dozen branches able to pay their bills and these kept going by collections from territory where houses went under.

¶ Say, sport, you make me tired. If you had brains enough to grease a gimlet you would not attempt to defend Old Creasey. You may be sick of my "vaporings about Creasey." You will be sicker when Creasey cleans you out, and closes your branch house.

¶ If you save so darn much buying from Creasey, and I'm helping to make Creasey members, why don't you pay your subscription bill? Answer me that!

Yours truly,
Robert G. Duncan,
Editor & Proprietor.

### Not Exactly Wasted

Monroe, Michigan, Feb. 6.—To the Editor.—I am wasting a 2c stamp to inform you that you will do a great favor by not sending me your unappreciated dirty Duncan's news.

Jos. J. Verhoeven.

¶ Jos. J. Verhoeven,
222 N. Monroe St.,
Monroe, Michigan.

¶ Dear Sir:

Your two cent stamp is not wasted as it will get you advertised as an ass, and as an ideal Creaseyite.

¶ Who paid for your paper in the first place?

Yours truly,
Robert G. Duncan,
Editor & Proprietor.

### Yes, Like Hell

North Canton, Ohio, Feb. 5.—To the Editor: Your paper has made hundreds of Creasey members. Keep it up.

J. W. Edwards.

### Told To Pay Up

¶ J. W. Edwards,
North Canton, Ohio.

¶ Dear Sir:

You say my paper has made hundreds of Creasey members. Creasey doesn't take that view or he wouldn't spend so much of your money trying to offset my work.

¶ If my papers have done such good work, then Creasey owes me a bunch of money. But I will sell you the notes for 1c on the $1.

¶ Did you send in the $1.50 with your request that we "keep it up?" If not, you owe us that sum. If you don't pay it, I'll advertise you as a debt dodger.—*Editor.*

### Here's A Peach!

Corydon, Ind., January 24.—To the Editor.—Pleas Disconue My Papper as I dont Care to Read such Talk in Print The Creasey Corpune is the best thing and Thee any thing fore The Independent Merchant. Instead of Hudson & Lahue it is Hudson & Tarish.

### Ta, Ta, Pippin

¶ Hudson & Tarish,
Corydon, Indiana.

¶ Dear Sirs:

We have complied with your order to cancel your subscription. You might have saved the postage as there was no danger of us sending the paper unless you pay the bill.

¶ You say you "don't care to read such talk in print." How will you have it, over the radio?

¶ Your letter is a fair sample of the spelling and writing of Creaseyites. We can see where you would not appreciate a publication that uses good English.

¶ Ta, ta. Better get the next copy and see your name in print.—*Editor.*

### Watch This Bird

Brooklyn, Ind., Jan., 30.—To the Editor.—Your Statement Recd. And as you have been traitors to the Cause for which we paid for the paper and to the cause that has put us (or helped) from poverty to quite a comfortable Situation in the Mercantile world. Am glad our time is out. And you may discontinue. we have found it worthless to us for many months.

C. Gregory.

### Sorry For Him

¶ C. Gregory,
Brooklyn, Ind.

¶ Dear Sir:

In reply to your letter of January 30th will first say that I am sorry for you, and that I would love to find a way to help you to a little education.

¶ Your letter is exactly like 99 percent of the letters I get from Creaseyites. You write on cheap tablet paper. This indicates that you have no printed letterheads. Your handwriting is very poor. Your punctuation is worse. Then you say I have "been a traitor to the cause that helped you from poverty to a comfortable situation in the mercantile world."

¶ Why, man, the mercantile world don't know you are on earth. I'll bet $10 you are rated "M4" in Dun's Book, if your name is in the book at all.

¶ As for me proving a traitor to Creasey, I want you to know that I have pursued Creasey relentlessly from the day I first heard of the rascal. I drove him back across the Ohio. I intend to expose his nefarious deals until he is bankrupt. His fortune was taken away from just such poor fellows as you. He will ditch you after he cleans you. Mark my words. The time will come when you will say, "Duncan was right, Creasey swindled me."—*Editor.*

### Note This Grammarian

Big Falls, Wis., Jan. 24.—To the Editor.—Please Stop sending me your Searchlight Paper. I have no use for this kind of slang Paper: it

doesn't seem to Interest me in any way, and I dont think it would any body els.

S. H. Mundt.

PUT TO THE TEST

¶ S. H. Mundt,
Big Falls, Wisconsin.

¶ Dear Sir:

When you say my paper is a "slang paper" you reveal your ignorance. There is not a trade magazine in the world that uses better language than the *Searchlight*. You letter is proof of your ignorance—of your incompetency to judge a publication. You know nothing of grammar; you can't spell as well as the average ten year old boy. Your punctuation is a scream. I don't see how you can run a store at all. I advise you to attend night school or take a course in a correspondence school. Instead of paying Creasey $300 pay some one to give you lessons in writing. Learn to figure simple fractions and you will be able to protect yourself from Creasey.

¶ In your present state of blissful ignorance you are an easy mark for such fakers as Creasey. By all means learn to figure a little. Otherwise you will go through life wondering whether the men who figure for you told you the truth or a lie. And they are certain to lie if they know you can't figure for yourself.

¶ Buck up. It is never too late to learn. But you must not assume that you know it all in advance.

¶ How do you find the unit cost of goods bought by the gross? What is 20% of 62½c? And how much is a third and half third of five? How many Creasey houses have been closed? How many Creasey houses discount their bills without "kiting checks?" Do you know the meaning of "kiting checks?" Is the Creasey Corporation a co-operative company? Do you have voice or vote in the management of its affairs?

¶ By answering these questions you will show whether you are competent to manage a store.

Yours truly,
Robert G. Duncan,
Editor & Proprietor.

HE ANSWERS NOTHING

¶ We have a second letter from Mr. Mundt, but he failed to answer a single question put to him. It was to be expected. A man with so little education must not be expected to figure. Poor fellow! He must go through life depending on some one to tell him. And he has no way of proving what they tell him.—*Editor.*

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# Proctor & Gamble Lose

## Throw Snake Eyes in Judas Club Crap Game

AH, HA! PROCTOR & GAMBLE HAVE learned that they can't use every government bureau and board in the promotion of their nefarious deals and double deals.

¶ The Federal Trade Commission has dismissed the charge against the Pennsylvania, New Jersey & Delaware Wholesale Grocers' Association lodged by Proctor & Gamble, complaining that the Association had or were about to boycott P. & G. products.

### Snake Eyes for Proctor

¶ This is equivalent to throwing two (snake eyes) in a crap game. P. & G. lose their wad on the first dash.

¶ Proctor and Gamble have made more "bulls" than any big concern in the country. In trying to eliminate everybody they pretty nearly eliminated themselves.

¶ For years they sold direct in New England where population is dense and chain stores thicker than fiddlers in hell.

¶ In 1920 they announced that wholesale grocers were no good, and withdrew their lines. In ninety days they were busy buying up Judas Iscariot jobbers to distribute their soap and substitutes. Evidently The Judas Club proved impotent, for presently P. & G. sought the aid of the Trade Commission crying, "Make the jobbers quit selling competitors' soap."

### Down and Out

¶ The Trade Commission early indicted Proctor & Gamble charging "adulteration of products, misbranding and false advertising." What has become of this case we do not know. It is probably embalmed in the cold storage archives at Washington where it will repose for about 3,500 years to become the King Tut tomb of the distant future.

¶ What the next P. & G. "bull" will be remains to be seen. They may start premium soap clubs and sell direct to consumers. When a concern is down and out it can't be blamed for trying to come back. But they do say, "They never come back," and our bet is that Proctor & Gamble will "cease and desist." They can't go on throwing snake eyes forever. That's a cinch.

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¶ The man who is careful is seldom sorry.—Robert G. Duncan.

# Duncan Sorry For Creasey Victim

## Poor Fellow Went to School Seven Weeks— Object of Pity—Needs Protection

HERE IS A LETTER WRITTEN BY ONE of Creasey's victims which supports our contention that L. L. Creasey preys upon the poor, the helpless, and the ignorant, and has grown rich from money wrung from the "hard hands of peasants by indirection."

¶ We withhold the name of the writer for the simple reason that we have not the heart to parade the poor fellow's ignorance. In spite of the fact that he does his best to insult the editor, we cannot retaliate by exposing him. Should we publish his name he would find his name on every "sucker list" on the continent and be cleaned out of house and home within six weeks. The letter follows:

*Feb. 15.—To the Editor.—I Just received. your Letter of Feb 9th, and by the way you write. I belive ther is a black spot some wher in your head, it must be efected about half by printers ink; otherwise you would not put out such a slang against Creasey. & my self: for a wise man I dont think you know very much: as far as my schooling concerned. I only hade seven weeks schooling. but if I hade as much schooling as you have. I would be President of the united states, furthermore in dealing with the Creasey Corporation. I have found them to be fair and square, and my savings amounts to about 1000. a year: I would write you a Little more but space is to short: yours Respectfully,*

### Poor Fellow Needs Protection

¶ The above is a fair sample of letters we get defending Creasey. Never have we received a well written letter defending Creasey or his nefarious system.

¶ The man who wrote the above is not quite so ignorant as some who have sought to uphold Creasey's tottering she-bang by insulting the editor, who has had but one object in exposing Creasey—and that object is the protection of these poor, ignorant, struggling merchants.

### Our Reply To Him

¶ The editor realizes that he is exposing himself to vicious attacks from Creasey and his hired traitor, McKechnie, by giving this poor fellow immunity. We expect Creasey's unscrupulous branch managers to urge other poor devils to write insulting letters to the editor. But still we cannot descend to the level of Creasey by permitting one of his victims to insult us.

¶ The man who wrote this certificate of ignorance for himself is an old offender. We had written him personally pointing out his incapacity to debate any question. He is so grossly ignorant as to write further proof. Still he compliments the editor on his "schooling" little suspecting that the editor had little more schooling than himself.

¶ *"But if I had as much schooling as you have. I would be President of the united states,"* says he.

¶ Really. There isn't anything missing in the way of ambition. What he lacks in gumption is amply made up in gall. I would like to see the expression on his face when he learns that Bob Duncan got his education burning the midnight oil.

¶ Here is our reply. We print it in order that the poor miserable creatures who have been victimized by Creasey may see that Duncan is not the merciless villain that Old Creasey has led them to believe. Our reply follows:

¶ Dear Sir:

I want you to know that you have my sympathy in spite of the mean opinion you have expressed of me. Like yourself I had little education except such education as I acquired by burning the midnight oil.

¶ You say you attended school only six weeks. I had a little more schooling. I attended school six months—three months when seven and three months when eleven years of age. When fourteen I ran away from home, sold papers on the streets, slept in the loft of a livery stable, learned the printers' trade, became a newspaper writer, lost my health, punched cattle on the plains, served in the army during 1898, sold land, made money, lost it, took a job as grocery salesman, became secretary of a retail grocers' association and editor of their paper, and later was secretary of the Washington Merchants' Association.

¶ So, dear fellowman, if I have an education, I got it in the school of experience—by hard knocks and hard work—by burning the midnight oil for forty years.

¶ That I am not rich is due entirely to my disposition to fight for the underdog. Had I trained with such wealthy buccaneers as Creasey instead of defending poor men like you, I would be a multi-millionaire.

¶ So I'm not as black as you see me. And I'm sure the time will come when you will say, "Duncan is my friend." Ultimately Creasey will skin you just as he has skinned thousands. Then you will be man enough to say, "Duncan is my friend."

¶ A man with limited education is no match for Creasey's star liars. And it is upon such men that Creasey fattens. The educated busi-

ness man never falls for the Creasey bunk. Over 95 percent of Creasey's victims are poorly educated struggling merchants. These poor men I have tried to protect. The rich and educated need no protection. They can take care of themselves.

¶ Think that over and see if I'm the villain that Creasey has painted me.

¶ The above outline of biography will perhaps disabuse the minds of these poor Creasey victims. They seem to have the idea that Duncan is a subsidized trust lawyer trying to "take away their benefits." As a matter of fact, Duncan is a plain man—not merely so rich as Creasey—who has striven to help these helpless fellows and protect them from such remorseless plunderers as Creasey.

¶ Get this straight. If Creasey can show he is helping these poor ignorant merchants, Duncan will be for Creasey. But so long as Creasey continues to prosper by exploiting such unlettered men, Duncan will be camping on Creasey's slimy trail.

### Be Careful. Look Out

¶ Now don't take this case of leniency as a license to insult Duncan. I may flay the next ignoramus who offends. If the man who wrote the above letter again offends after I have granted him immunity, he will be advertised as a benighted helot of Creasey from ocean to ocean. I am letting him off in the hope that he will hire a teacher to instruct him instead of hiring Creasey to keep him in ignorance.

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# The High Function of the Wholesale Grocer

## Address by Charles W. Patterson, President Austin, Nichols and Co. Before Wholesale Grocers' Association at Astor Hotel, New York City

¶ Welcomed by the Hon. Murray Hulbert, on behalf of Mayor Hylan of the City of New York, the Convention of the Wholesale Grocers' Association at the Hotel Astor, replied to the Mayor's hearty greeting through Mr. Charles W. Patterson, President of Austin, Nichols & Co., who said:

¶ "It is no common event to be welcomed as guests of the outstanding city of the world. Mr. Mayor, we appreciate the privilege of being so honored, and we join in singing the praises of this wonderful commercial center, not only outstanding in commerce, banking, education and arts, but in government itself. There is no city, large or small, whose government serves its people in all respects so well. The clean streets and fire and police protection, schools, hospitals, institutions for the needy, playgrounds, bathing beaches, etc., are unparalleled, and beyond all, here in this magnificent city is taught, in the lives of our officials, a spirit of democracy that encourages the native citizen to higher aims and ambitions, and to the foreign born and to the newcomer a hope for successful achievements.

¶ "The wholesale grocer, too, performs a public service in functioning as a distributor of foods to mankind. We have seen in the past, and can see around us now, new and strange methods of merchandising or distributing food stuffs. We have heard of economic theories and plans that in their preachings would tend to eliminate our industry; but in practice we see these new economic devices fail through their lack of a principle of service, and through a lack of economic quick turnover at a small profit.

¶ "No individual retail merchant or chain store can be successful unless his or its merchandise turns quickly into cash, and this applies in fact to all of the principal commodities that he may handle—the day of slow turnover at a hugh profit is of the past.

¶ "Our industry thrives through the fact that it is the storehouse for the retailer, so that he can buy often and in a small way and quickly turn his products into cash. The fact that the wholesale grocer has so many small customers gives him the necessary volume and the necessary turnover to make his business successful, for this reason we function soundly and economically.

¶ "In reviewing the outlook for the coming year we can see that never before has the opportunity been better for the wide-awake, energetic, ambitious young man or woman to engage in the retail grocery or delicatessen business.

¶ "We know that the day of war-saving fads is rapidly passing and that the housewife is demanding merchandise of a superior quality and a service that comes through personal acquaintance with the shopkeeper. Mrs. Jones likes to trade with someone she knows, someone that can aid her intelligently in her shopping."

¶ "We see around us with a great deal of satisfaction the independent, industrious merchant again assuming his place as a principal medium of distribution of foodstuffs from wholesaler to consumer. With knowledge of his business, with aptness to his duty as a public servant he can perform wisely, better and cheaper because of the fact that he is his own master, and through the knowledge that the small net return that he receives on the sale of his merchandise becomes his own, to serve as the basis of the prosperity that is the right of thrift."

# Governor Preus the Supplanter

## Traded Pottage for Birthright—Stole Party Blessing—Fled with Republican Images

*Is he not rightly named Jacob? for he hath supplanted me these two times: he took away my birthright; and, behold, now hath he taken away my blessing.—Genesis XXVII-36.*

JACOB MEANS SUPPLANTER. AND THE original was rightly named. He traded a dish of Irish stew (mess of pottage) for Esau's birthright, and then stole his brother's blessing by covering his hands and neck with goat skins and double-crossing his blind father.

¶ On this accasion Isaac smelt a rat, saying, "The hand is the hand of Esau, but the voice is the voice of Jacob."

¶ The Tricky Jacob was equal to the occasion. He pleaded that he had a bad cold that made his voice husky.

### Jake the Supplanter

¶ By these despicable methods Jacob supplanted Esau his elder brother, but he wasn't through by any manner of means. With the birthright and blessing taken from his brother by indirection, he got cold feet and left the country lest the outraged Esau shoot him on sight.

### Visits Uncle Steals Images

¶ In his wanderings Jacob came to the ranch of his uncle, Laban. Laban had two daughters —Leah, a sleepy sort of gal, and Rachel, a swell chicken, easy to look at but as full of deceit as an egg is of meat.

¶ Jacob was looking for a job. He agreed to work for Laban seven years in payment for Rachel. On pay night Laban palmed off Leah on Jacob instead of giving him Rachel. Jacob made a holler. Laban told him to try Leah for a week and he would then give him Rachel. So Jake got both of the gals together with their maids. All four bore sons to Jake—a dozen boys—and these started tribes, afterwards famous as the Twelve Tribes of Israel.

¶ When Jacob had paid for his wives he made a new deal with his Uncle Laban. Jake was to have all the "ringstraked, speckled and spotted calves" for his work. So Jake peeled sticks which he placed in the streams and watering troughs before the strong healthy cows, but he took care not to prenatally mark the calves of the old, milked-out cows.

¶ Pretty soon 99.44% of the calves were "ringstraked, spotted and speckled." By indirection Jake supplanted Laban. He then got another attack of cold feet. So he again fled, and this time took the family images.

¶ Laban pursued Jake and searched his camp for the images. Rachael hid the images under the mattress and went to bed, pleading that she had a headache. So the foxy Jake got away with Laban's daughters, their maids, the Holstein dairy herd and the silverware.

### Rightly Named Jacob

¶ So much for the original Jacob. Now for a few remarks on Honorable Jacob A. O. Preus, Governor of Minnesota.

¶ How did Jake come by his birthright? Did he not purchase it with a mess of political salmagundi (pottage?). We'll say he did—by coming forward with himself when the Republican party was famishing and would willingly exchange its birthright for a hand out.

¶ And how did Jake obtain the party blessing? By covering his hands and neck with Republican goatskin and passing himself off as Esau on a blind man. That's how. By donning a lion's skin to conceal the Creasey ass. By telling Republicans he stood for the established order when as a matter of fact he was the tool of Creasey, the co-operative faker.

### True to Name

¶ Mark how our Jake has emulated the original Jacob. See him in council with L. L. Creasey. Hear Creasey instruct Jacob, as did Rebecca of old: "Now do as I say, Jake. Go bring in a young kid. I'll make it savory. You take it to the Republican party and demand the blessing, office of governor."

¶ "But," says Jake, "the Grand Old Party will feel my hands and neck for Republican hair, and throw me out."

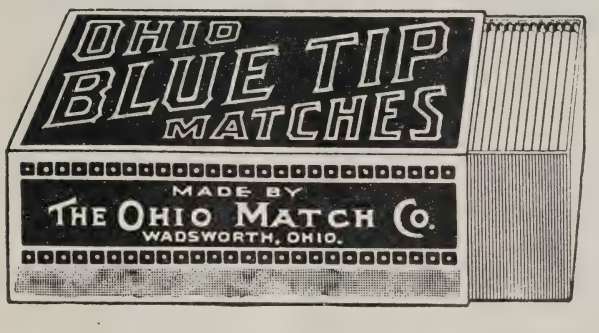
¶ "Do as I say," returns Creasey. "I'll clothe your hands and neck with goatskin. If necessary I will provide the skin of a Numidian lion to cover your Co-operative ass' ears and your Creasey cloven hoof, and they won't know you in a thousand years. Do as I say. You are going to be worth a million to me. We'll fool the Grand Old Party eight ways from the ace."

### The Leopard Spots

¶ It worked. Preus was elevated to the high office of Governor. His portrait is hung in the office of the L. C. Mercantile Company at Chicago along side of an oil painting of L. L. Creasey, and Jacob A. O. Preus, the modern supplanter, takes the road for the Creasey Corporation in payment of his obligations to L. L. Creasey for having shown Jake how to trade a mess of pottage for a birthright and fool the G. O. P. into giving its political blessing.

# ATTENTION!

## QUALITY GROCERS




**Quality Matches -:- Non-Poisonous -:- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

### Steals the Images

¶ Our Jacob, like the original supplanter, wasn't satisfied with the governorship. He wasn't pleased with Leah, the sleepy-eyed. He wanted the Senatorial toga—Rachel, if you please. And he was told by Uncle Creasey that he should have the swell chicken. In fact Jake thought seriously of a polygamous marriage with Rachel by appointing himself to the U. S. Senate. But, like the original, our Jake got cold feet and decided to call an election.

¶ Retribution overtook him. Magnus Johnson, in the role of Laban, searched Jake's camp and found the images in Jake's haversack.

¶ Now Jacob is willing to work for another four years as Governor. He wants more time to prenatally mark the calves "ringstreaked, spotted and speckled." He wants more time in which to demonstrate that he is "going to be worth a million" to Creasey. He doubtless wants to sire some sons by the maids of Leah and Rachel, figuratively speaking, of course. He would go on tending herds for Minnesota in order that he may mark the calves "ringstraked, spotted and speckled."

### But Will It Work?

¶ We fear not. News travels faster than it did in Jacob's time. The Republican party knows how Jake put it over with a goat skin. They know that Jake is not a hairy man. They know he substituted goat meat for venison. They know the hands as well as voice are the hands of Jacob. They know Jake was caught with the images ("goods.")

¶ So it looks like curtains for Jacob. We fear he will not sire twelve political patriarchs, who in time will head the Twelve Tribes of Creaseyites.

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# This Month's Business Secret

## Sayings of Sam Hughes, A Good Buyer

NEW ASSISTANTS OFTEN COME rushing to me with this recommendation: "Today's market looks high to me. We wont need these goods until next December. If we put off buying now, prices are likely to be lower in November, and we can order then for at once delivery, I believe we shouldn't buy now."

¶ I reply by asking two questions.

¶ "Are you sure the market won't go higher between now and November? Are you sure you can get at once delivery then, on exactly the numbers and in the quantities we need for our trade?"

¶ With these two questions before him, the assistant usually begins to see the light. I follow with a brief sermon. The tenor of it is that speculative policies have no place in good buying. In the rough, when you follow the put-off course you take two chances of loss to one chance of gain. The far safer policy is to buy on the present market for future requirements. I have always, except for one or two occasions, when I was learning the ropes, and a spell during the past depression, followed that policy, and it has worked out first-rate.

¶ Learn to know two things well—your line of merchandise, and the public you cater to. When you know merchandise, you can quickly make the comparisons necessary to a sound estimate of value. When you know your public well, you know what they'll buy—and what they won't.

¶ I heard a public speaker the other day declare, "The days of bargaining between the manufacturer, jobber and retailer, are past. Only old-time, out-of-date buyers nowadays try to 'beat down.' We all can remember when 'beating down' was half or three-fourths of the art of buying."

¶ How much of truth is there in this statement? I'll tell you my own practice.

¶ There are firms whose prices I never think of questioning for a moment. They are well-established; they price accurately; and once having set a price, they won't cut it. Sometimes I don't buy of these, but I never attempt to beat them down.

¶ Other firms, when they have merchandise I require, I sometimes ask for a lower price. I find there are three kinds of concerns in business. No. 1 is the concern operating for profits. No. 2 is the concern operating partly or wholly to stop losses. No. 3 is the concern which is "finding the range," either because there are new parties at the helm or because the concern is new. No. 2 and No. 3 concerns are far more uncertain of their prices than No. 1 concerns.

¶ I never get very excited over the ethics of reducing a price which is too high, properly recognizing the size of the order, the terms, the market, and other considerations. When a seller makes a mistake in setting a price, which can easily happen in markets shifting from week to week in their nature, the right thing to do, it seems to me, is to correct it. And oftentimes there is no one who can set sellers right like buyers who will play fair.

# The Independent Line of PLAYING CARDS

**The Line That PAYS BETTER PROFIT to the Trade**

### Betsy Ross

Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf

A superior card for home and club play.

1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless

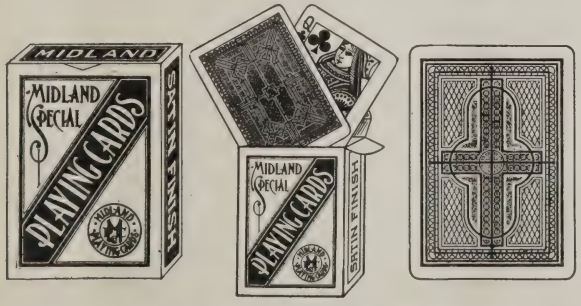
A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

### Midland Special

Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross




Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**

# The Bag of Advertising Tricks

By John T. Bartlett

### A Window Display Formula

THIS FORMULA, WORKED OUT WITH care, will stop crowds before any store, no matter what the line of goods sold. Recently, in proof of that statement, a coal office tried it. For months, handling its window in typical manner, this business was convinced there was no way for a coal office to stop the passing crowds. Then it tried this formula. Crowds blocked the sidewalk!

¶ The writer doesn't suggest that this formula is all there is to window display. It is only one of the phases of an elaborate art. It is not always the retailer's best move. Nevertheless, it is a mighty handy thing to know. All stores can use it with profit, at least occasionally.

¶ As suggested, it is a formula. Do certain things, as the chemist does, and you get a definite result. The first thing to do is to obtain for the center of the window a powerful attention-getting object. One display man describes this as a "human interest" object. The larger this is, up to a certain point, the better. If this object is associated in some way with the merchandise which will be displayed in the window, so much more effective. An interesting display of raw materials so grouped in the center as to strike the passerby "all at once" is good. However, the connection between central object and displayed merchandise need not be close.

¶ Several stores, for example, have borrowed large Western paintings of an artist glad to have his work publicly exhibited. These paintings show some stirring scene—an encounter with a grizzly, a bucking bronco and a tenacious cowboy—and they are large, some three feet by five feet.

¶ Now, just almost any person catching a glimpse of such a painting in a window stops to look at it.

¶ This is the first step—get a powerful attention-getting and interest-arousing object for the center of the window.

¶ The next step is a window card so placed as obviously to be in association with the central object. The proper position for this may be in front of the object, or to right or left of it. Said a display man in reference to this card: "The space on it is the most valuable space in my window.

¶ "When you see an interesting picture in the newspaper, you immediately look below it for a caption, which will tell you something about that picture. If there is very brief matter below it—not more than two or three reasonably short sentences—you will read everything that is said.

¶ "Now, when you see an interesting object in a store window, you are in the same mood. Instinctively, you look about for wherewith to satisfy your curiosity. If there is a window card, and there is not too much on it, not more than two or three sentences, you will read every word. That is why I call the space on the card the most valuable space in the window. I know that any two or three sentences I put on the card I can get over to the crowd."

¶ This window card, well developed, is an intermediate factor between the central object and either displayed merchandise or some feature of store service. Preferably, in giving something in explanation of the picture, it should lead naturally to several words relating to merchandise or service. Best of all, it should arouse interest in merchandise displayed about the window.

¶ As a sage advertiser observed: "It doesn't matter how much you put in your window—it's what people stop and look at that counts." The big central attention-getter and interest-arouser will be a success if there is no tie-up between it and displayed merchandise. Crowds will look at it. They they will read the card. Then a good percentage will study the displayed goods. The number studying the displayed goods is probably far higher than were not a trick device used to make people stop and look.

¶ This plan works best when comparatively little merchandise is displayed in the window. If much is displayed, there is danger of obscuring the central object which is depended on to make the crowd pause.

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¶ "Every man is the builder of a temple, called his body, to this god he worships, after a style purely his own, nor can he get off by hammering marble instead. We are all sculptors and painters, and our material is our own flesh and blood and bones. Any nobleness begins at once to refine a man's features, any meanness or sensuality to imbrute them.

¶ "Is your body a temple, a shanty, or a stable?"

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## He's Hopeless

¶ The man who can't get $1.50 worth of education out of this issue of the *Searchlight* is simply hopeless.

¶ And just think! You get 12 copies for $1.50.

# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

***A Good Advertisement for your Store.***

***Just the thing where Competition is keen.***

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day George Washington's Birthday Easter Halloween Christmas
Valentines Day St. Patrick's Day Patriotic Days Thanksgiving Day Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

# Used His Head

## Made $100 in an Hour

THE SKINNER MANUFACTURING Company offered $100 for the best name for a picture. A grocer in Wilmington, N. C., won the prize. How?

¶ Well, in the first place the grocer read a trade paper carrying the ad. Had he been one who "never reads" he would not have known of the prize offer.

¶ Secondly, the grocer used his head—exercised his mind—put forth some thought. It took a little effort, of course. The name wasn't furnished him by a smart newspaper reporter or Creasey manager. Not at all. He worked it out by exercising the mind.

¶ Nor did he just seize a pencil and dash it off. No. He wrote several names for the picture. From these he selected the one that suited him best and sent it in. It won the $100 prize. And now many trade papers are carrying Mr. Breeden's story of how he won the prize.

¶ Moral: Read your trade paper; opportunity never calls on him who thinks he knows it all.

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## P. B. Breeden Wins Skinner Picture Title $100 Prize

IN OUR JANUARY ISSUE WE CARRIED A $100.00 prize offer from the Skinner Manufacturing Co. for the best title to the picture contained in their advertisement. The picture showed a woman customer taking a package of Skinner's Macaroni from a pile of displayed Skinner's goods and handing it to the store keeper. The winning title as submitted by Mr. Breeden was: "A decision is made quickly when quality is shown." We are here reproducing a copy of Mr. Breeden's letter to the Skinner Manufacturing Co. acknowledging receipt of $100.00 check, and telling just how he happened to choose the title.

¶ Wilmington, N. C., Feb. 19, 1924.

Skinner Manufacturing Co.,
Omaha, Nebr.

¶ Gentlemen:

Yours of February 8th was duly received and it is useless to say it was an unusual pleasant surprise, as the matter had not been thought of since the name was mailed to you until I received your letter with check.

¶ You wanted to know just how I happened to select this title. The magazine your advertisement appeared in reached me when I was in the midst of figuring inventory, but I stopped a few minutes to glance through the magazine, as I am still boy enough to look at all pictures. The display caught my eye and I read your offer. I left the magazine open at your advertisement and laid it on the desk by the hundreds of invoices I was looking through and the thought came to me that it was a good chance to try out my thoughts and as I worked away on invoices I dotted down a few words and here are a few of them just as they came to my mind: "Easy to sell when the truth is known." "A decision is easily made; they both know the difference." "A decision is made quickly when the difference is shown." "A decision is made quickly when quality is shown." The last one I liked best because quality was in keeping with Skinner's Products.

¶ While I am no ad writer and do not mean to be boastful in any sense of the word, the little daily ads I run in the local papers seem to please the public and I get many compliments on them. When I started I adopted the words "There is a Difference" because I knew there would be a big difference between a cash and carry and a service store.

I opened the Grocerteria November 19th, 1920, with $600.00 to start with $1,000.00 to add to it a few weeks later. There were no cash and carry grocery stores when I opened. Today we have four A. & P's, one Piggly Wiggly and two other cash and carry stores. Two others have opened and closed.

¶ I owe much of my success to my faithful wife. She stays at one checking table and I have another settled lady at the other. Last year we did $169.000.00 business. We handle no fresh meats and our stock room is upstairs. I knew nothing of the grocery business when I started. I was a traveling salesman, selling auto greases and oil. I never buy any off brand goods, regardless of what discount or how many cases of free goods are offered. My motto has been "turn overs instead of left overs." We do no delivering or crediting and have no telephone.

¶ Thanking you again and trusting this will be of information to you, I am

Yours truly,
The Grocerteria,
P. B. Breeden, Manager.

¶ Certainly this must have been quite a pleasant surprise for Mr. Breeden. Mr. Breeden went still farther to capitalize on this and we are quoting one of his ads that he used in the local papers showing how he further commercialized his good luck. The quotation from the ad is as follows:

### The $100.00 Check

¶ We received yesterday from the Skinner Manufacturing Company of Omaha, Nebr., for the best title of a picture of a grocery store

showing a display of Skinner's Macaroni, made us happy; but no happier than we are made each day to see so many of our faithful customers bringing in their friends to find "the difference." We handle nothing but the best, and that is the reason Skinner's outsells the rest.

## The Best Trade Paper

WE MAKE NO RESERVATION IN saying, this is the best trade paper ever. There is all kinds of good stuff in it. It is full of useful suggestions on buying, selling, advertising.

¶ Of course it is no good to the man who doesn't read it. It is just so much waste paper to men who can't read. It is useless to merchants who are densely ignorant—too ignorant to understand the simplest words. But to the man with brains enough to understand the English language it is a magazine of useful and helpful suggestions.

¶ Read it over. Absorb the articles on advertising. Memorize the business proverb on caution. Get the angle of things as seen by other men. And for the love of Mike! don't condemn its contents until you have read it.

¶ There is no better book than the *Searchlight*, and few equally as good. It is serving many useful purposes. It tells the truth, the whole truth and nothing but the truth regardless of whom it may offend.

¶ It is not propaganda. It wears no man's collar. It is not subsidized. It serves no corporate interest unless that interest is based on the eternal principle that "Right is Might."

¶ Get this straight. The editor and publisher of the *Searchlight* is on the side of Right. His disposition is to fight for the under dog always, but the underdog must be right. He is the friend and protector of the weak and helpless, but the man he is for must be right.

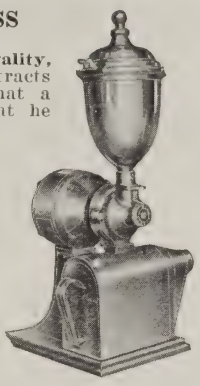
¶ Read this issue through. Study it. See if there are not many useful and helpful articles.

**Modern Business**

is based—not on the **legality**, but on the **sanctity** of contracts—on the common faith that a business man will do what he promises.

If our machined steel cutting burrs, or our malleable iron cylinders or feed screws **ever break**, while in use, we will repair or replace them free of charge. No other maker of mills and choppers gives such a guarantee.

Let us tell you more about them.



**B. C. HOLWICK** (Maker) Dept. G **Canton, O**

For all pricing purposes

**USE cMc PRICE CARDS**

*Seven Styles*
40c per 100 up

Catalog and Samples FREE

**H. Carnell Mfg. Co., 1824 Cedar Ave., New York**

# CLOCKS

ALARM
WALL
HALL
MANTLE
CHIME

**The largest exclusive Clock Jobbers. Complete line of new 1923 Alarm Models—Tom-Tom, Tiny-Tim, Tat-Too and Ti-Tan**

**F. W. JANSEN CLOCK CO.**

215 W. RANDOLPH STREET - - CHICAGO, ILL.

# Preus Killed the Party

## Taking Vengeance on Republicans

WORSE AND WORSE. WE ARE very reliably informed that Governor Preus of Minnesota is "putting in all of his time punishing his political enemies within the ranks of the Republican party."

¶ Just as we expected. We have long listened to hear that Preus was spending his remaining days in office punishing Republicans who refused to sneeze every time Preus took snuff.

¶ We know not what calamity brought the great Republican party to the low level at which it accepted Preus as the standard bearer, but suspect Preus himself of being the calamity.

¶ In the senatorial race last year Preus clearly indicated a desire to repudiate the party to the disgust of genuine Republicans. In canvassing the field for the coming election these men probably find the Guv unavailable or undesirable.

¶ Preus doubtless knows his name is mud—that his days of tzaring are drawing to a close, that he has run his last race. And, knowing this, what is more Preusly that completing the party wreck, made certain by Preusly tyranny?

¶ It is bound to come. The Republican party in Minnesota is responsible for Preus and will be held to strict accountability for Preus. The party can quickest stage a comeback by repudiating the man who would rend it asunder to vent his spleen upon Republicans who object to seeing Mr. Preus place himself above the party.

¶ Our idea is that a house cleaning will be helpful to the Republican party in Minnesota, and, knowing Governor Preus as we do, we think the cleaning should begin at the top—with J. A. O. P., the alphabetical Governor who has made the cleanup imperative by chasing the best Republicans out of the party.

¶ Yep. Start at the top and clean from A to Z. It's the only salvation for the party. If it isn't done there won't be any one left in the party but the Governor. And when that happens it won't be much of a party.

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¶ The fellow who knows most, says nothing, and lets the man who knows nothing do the talking.—Coleman Cox.

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### Stations Received

Sir: Will you kindly hand this to your radio editor?

Yesterday I tried to get Canal 6123. Following is a list of stations I received:

Central 6123
Brunswick 2490
Harrison 2764
Canal 4031
Sunnyside 3629
Monroe 2917
Busy signal (very loud).
Manager's Office
Information

I am located in the loop district of Chicago and am using a standard Illinois Bell telephone set with mouthpiece and receiver.

In very good weather and under favorable conditions I am at times able to get any phone number in the book inside of an hour or so. I can always get the busy signal clearly

H. S. R.

At a very conservative estimate, we believe we could get ten long-distance stations on our radio set in the time it takes a phone operator to return the nickel.—*Piller to Post.*

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

*AN EARLY SETTLER*

Salesman: I observe that you treat that gentleman very respectfully.

Merchant: Yes, he's one of our early settlers.

Salesman: An early settler? Why, he's not more than forty years of age.

Merchant: That may be true, but he pays his bills on the first of every month.

---

*THAT'S WHERE*

Fair Visitor: "Is there some place aboard where I can get a drink of water?"

The Gob: "Certainly, Miss. At the scuttlebutt, on the starboard side of the gun deck midships, just furrud of the dynamo hatch."—*Sound Off.*

---

*HEAT WAVES*

"Yes," mused the Arctic explorer, "at one time we came within an ace of freezing to death. Luckily, however"—he gazed thoughtfully at the ceiling—"we had the presence of mind to fall into a heated discussion."


# VISCO

## Cedar Oil Polish

***A quality product, sold at a price permitting a quick turnover at a good profit***

### A Quick Seller and a Good Profit

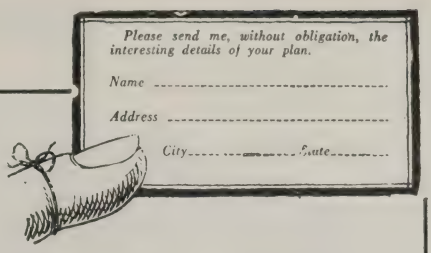
Every Visco sale means a good profit. Every customer means another—through satisfaction not only in quality, but in price. Visco's ten cent size is the equivalent of most twenty-five cent packages, while the twelve ounce, twenty-five cent bottle stands alongside the ordinary forty or fifty cent bottle. And, even with a sale making price, the percentage of profit is gratifying.

With each initial order for one-half gross or more, the attractive, lithographed display stand shown above is furnished without charge.

**The Visco Chemical Products Company**

**736 Frankfort Ave., N. W. Cleveland, Ohio**






# A Money-Making Coupon

IF you have an extra foot or so of space for a Continental Display case you can make it pay you 75 percent profit. Every person who enters your store spends $4 to $6 a year on necessary jewelry. Why don't you get this trade—you can, without added expense.

Jewelry has a universal appeal. Few can pass the Continental Display without admiring and buying some of the beautiful items it contains.

Merchants who send in the coupon will learn how extra profit can easily be made on a small investment.

**The Continental Jewelry Company**

**1920 Euclid Ave., Cleveland, Ohio**

*Continental Jewelry*
*Expresses Your Individuality*

# Who Will Loot It?

## We Are the People

THE INTERIOR DEPARTMENT HAS furnished us news of an expedition to explore Naval Petroleum Reserve No. 4, which is away up toward the North Pole—in the extreme northern part of Alaska—"Where the rivers all run God knows where."

¶ The expense of the Geological Survey will be borne by the Navy Department says our advice. To reach the basin of one of those rivers that runs "God knows where" a pass must be discovered in the Endicott Mountains. When the pass is located the next job is the transportation of five tons of supplies and four canoes by dog sled over the Yukon—Arctic divide.

¶ This shows what a great people we are. When it comes to surmounting insurmountable obstacles Napoleon wasn't in it with us. You may depend upon it; our Navy will one of these days require vast lakes of oil, and we'll get it if we have to go to the North Pole and drill a well to the bottomless pit of Petroleum Gulf.

¶ You bet. Leave it to us. Having presented Teapot Dome to Sinclair and bequeathed Reserve No. 1 to Doheny, we may find our Navy short of fuel sooner than we expected. So there's no time to be lost in exploring the Arctic regions.

¶ How will we get the oil out of the frozen North? Leave it to us. If steamheated pipe lines should prove impracticable we will saw our gasoline in blocks, bring it out in refrigerator aeroplanes and feed it to our warships in solid chunks.

¶ Are we the people? I'll tell the world we are. Liberal? Well I should snicker. We are too darn generous to hoard the streams of oil that flow to our parts in sun-kissed California. It's too easy to get. So we give it away and tackle something that is worth doing.

¶ O, we'll find oil in the Arctic all right. No doubt about it. Icebergs nor sky towering peaks shall stop us. There's no doubt about Reserve No. 4 being rich in oil. The only question is who will loot it after we have located and proven it?

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# What Are They? What Are They?

## How Did They Get in Business?

LORD! WHAT ARE THOSE IGNORANT Creaseyites who write us in defense of the Piratical co-operative faker? Are they white men or Hottentots?

¶ We are asking for information. We want to know what we are up against. We don't want to go on trying to protect merchants from Creasey's prowling vandals only to learn that the majority of Creasey's victims are not worth saving.

¶ What are they? Judging by their letters we would say they are the quintessence of ignorance, with less education than the average Brazas Bottom Negro. Still they may be white men.

¶ What are they? Is it possible that men who write such scrawls and misspell so many simple words ever went to school? If so, then our school system is a failure and a farce.

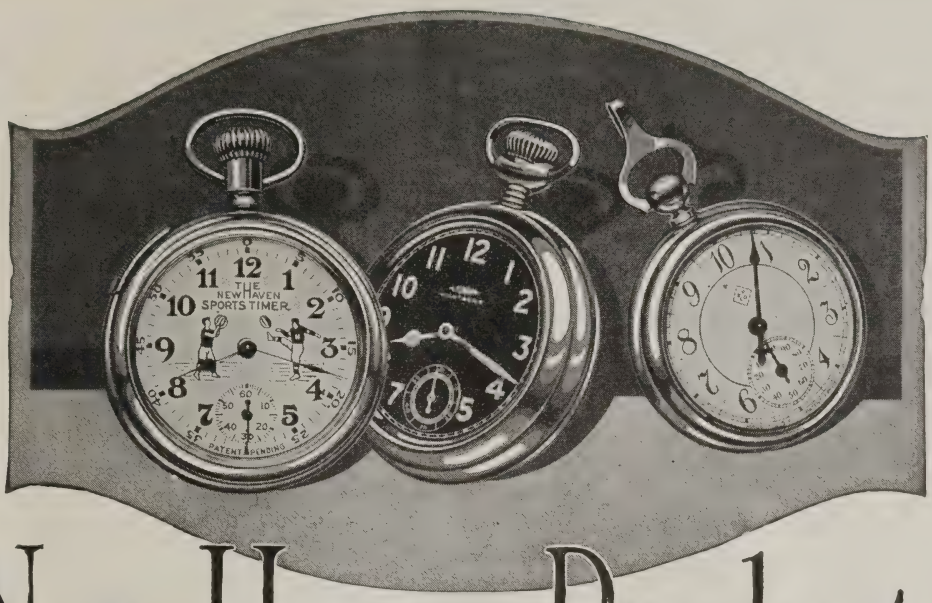
¶ Can it be that men of such indicated ignorance have money enough to open stores? If so, where did they get it? and how do they keep it?

¶ Can it be possible that we have twenty thousand retail grocers of this business training in America? If so, then we know what ails the grocery business and why chainstores are sweeping the country like a prairie fire.

¶ While selling goods to retail grocers the editor called on several thousand grocers. Among them were degenerate Greeks and Bulgarians, unlettered Russians and downtrodden Polanders, unschooled loggers and rubes fresh from the sticks, but by the eternal! I never saw one as benighted as these Creaseyites.

¶ Who are they and what are they? Will somebody please put me next? If they are what their letters indicate Creasey has my permission to clean them out, for the quicker they are out of the grocery business the better. The sooner they are back in the mines the better for all concerned. Yes, it will be better for them as they are foredoomed to failure and disappointment, misery and woe. Doomed by ignorance, doomed by weakness.

¶ Poor devils. I'm sorry for them. But that's no reason why they should be allowed to destroy the grocery business.




# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

---

### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

---

### THE 100 MILE PEDOMETER

Wonderful instrument for recording the distance covered by walking. They go well when offered to Boy Scouts, Campfire Girls, hikers and many others. Just hang one on pocket edge or skirt band and it registers the miles up to one hundred. Adjustable to your stride.

**Retail Price, $2.50**

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***PATRONIZE YOUR NEAREST DEALER***

THE NEW HAVEN CLOCK CO.
EST. NEW HAVEN CONN. 1817

# It Would Seem. But. If.

IT WOULD SEEM THAT ANY MAN WITH enough brains to cover the point of a cambric needle would use those brains.

¶ It seems to me that any man reading the scathing articles I have written on the Creasey Corporation, would say to himself, "It must be so or this fellow wouldn't dare to publish it."

¶ It seems to me that any man with reasoning faculties would say to himself, "If these articles are untrue Mr. Creasey would prosecute the publisher."

¶ It would seem that even the most ignorant Negro would say, "Where there is so much smoke there is some fire. This must be true or Creasey would ask the courts to protect him."

¶ It would seem that any man would instinctively know that I could not continue to publish these terrible accusations if they were false.

**But—But—But**

¶ So it would seem. But every month we hear from some fellow who takes his pen in hand to scrawl a recommendation of Creasey and misspell a lot of free advice to the editor.

¶ It would seem these unlettered misfits would know better. But they plunge in, regardless of convicting themselves, in vain attempts to demolish The Searchlight.

¶ "Fools rush in where angels dare not tread." That's the answer.

¶ If these fellows had even good horse sense they would not expose their ignorance by trying to write a letter. That is the surest way on earth of proving you are ignorant. Even wise men are careful about what they put on paper. But these poor boobs are as rash as they are foolish. And so they rush in without once making use of the little sense they are endowed with.

¶ Not once do they reason that the charges I have lodged against Creasey must be true. Not once do they ask, "If Duncan is lying why don't Creasey prosecute him for libel?"

¶ No. It is easier to hire Creasey to do their thinking than it is to think.

¶ And come to think of it the fellows who write themselves down as more fool than knave invariably hire the wrong man to think for them. That's why Creasey has prospered. Only the unthinking would swallow Creasey's bunk.

---

¶ Every merchant who fails to work with local factories is deserving of the name of Judas. He is the worst of traitors and a menace to his neighborhood.—Robert G. Duncan.


# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

**Olsen's**
**BASEBALL**
***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

**"OH-CHARLIE!"**
***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

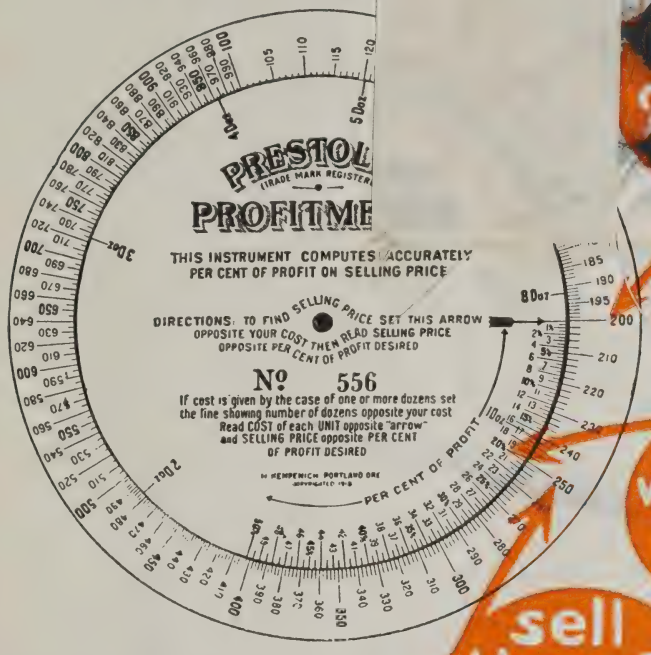
**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**
**3672 Milwaukee Avenue - - Chicago, Illinois**

# Don'
# Figuring


PRESTOL
PROFITME
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No 556
If cost is given by the case of one or more dozens set
the line showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT

thats 20¢ each

you want to make 20%

sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

*For Sale by*

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

# ...n January the ...Co-Operator" ...became ...Grocery Searchlight

¶ The new name harmonizes with the editor's desires to throw the spot light of truth into the shady nooks in the grocery business. Pitfalls, ski... games, crookedness and confidence-destroyers will ... ...ssly exposed.

¶ Don't miss ... ...e if you want to see what is be... ...the veneer of misrepresentation.

¶ Don't miss an issue if you are honest with yourself and have a conscientious regard for your fellow grocers.

¶ Duncan's Grocery Searchlight will be edited for "thinking" grocers. Don't let your su... ...ption lapse.

---

**Date** .....

**Duncan's Grocery Searchlight**
**Waukegan, Illinois**

**Enclosed find $1.50 for which send the "Searchlight" ... year to name and address below:**

| Please Write Plainly Remit by Money Order Check or Postage | |
|---|---|
| | **Name** ..... |
| | **Address** ..... |
| | **Town** ..... |
| | **State** ..... |

# SEARCHLIGHT

DUNCAN'S GROCERY

$1.50 Yearly

Single Copy 15c

VOL. XIII | 20 S. Utica St., Waukegan, Ill. | No. 5


*April, 1924*

## Kirk's Krooked Kastile

THE FEDERAL TRADE COMMISSION has issued a complaint against Kirk & Company charging that for years Kirk & Company have been selling seven brands of Castile Soap "none of which contained a drop of olive oil."

¶ If these charges are substantiated a "cease and desist" order will issue. Kirk & Company will be compelled to quit exploiting the public with misbranded and adulterated soap, but what about the millions they have looted from wholesale and retail grocers?

¶ Will the loot be returned? Nay, nay, Percival. Not a nickel.

¶ Grocers, this is the concern that permits chainstores to retail their dope at less than wholesalers pay for it. This is the concern, that makes it impossible for independent grocers to sell their adulterated soaps at a profit.

¶ Grocers, you can never recover the money stolen from you by Kirk & Company, but you can kick their soap out of your stores and refuse to be parties to their rascality.

¶ The sales policy of Kirk & Company is as crooked as their "Castile" soap. They should be forced by universal indignation to spell it **"Casteal".** It is just such concerns that permit Creasey to handle their products.

Entered as Second Class Matter at Waukegan, Illinois

# *What National Advertising Has Done For Business*

"FOR FIFTY YEARS, we have been weaving into our economic life, until it has become the warp and woof of our existence, nothing less than an economic poison," says Ralph Borsodi in his book, "National Advertising vs. Prosperity."

## The Poison Ivy of Prosperity

¶ Here are some of the things Mr. Borsodi shows National Advertising to have done to business. He says:

1. CREATED A WASTEFUL CONFLICT.—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of national advertisers.

2. DEMORALIZED DISTRIBUTION.—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of national advertised and private brands.

3. REDUCED THE USEFULNESS OF THE JOBBER.—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field with stores which the jobber controlled.

4. CHANGED THE BASIS OF PROFITS.—It has greatly increased the margins for profit upon lines of merchandise in which nationally advertised brands hold a dominant position, and by enabling successful national advertisers to fix the ratio of distribution to production costs, has increased their net profits while limiting the net profits of wholesalers and retailers.

5. RAISED DISTRIBUTION COSTS.—It has helped to increase distribution costs by duplicating and reduplicating parts of the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. RAISED CONSUMER PRICES.—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. IGNORED VALUE-GIVING.—It has consistently ignored the necessity of "value-giving", by pricing nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. ATTACKED COMPETITION.—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear".

9. PROFITEERED.—It has enabled the successful national advertisers to take enormous profits upon their ability in inducing the public to pay dividends upon their investments in good will.

10. INJURED BUSINESS.—It has expended millions of dollars in multiplying the agencies of consumer appeal solely in its efforts to aggrandize itself at the expense of the public, the retailers and the wholesalers; it has restricted the buying-power of the consumers of the nation, by inducing them to pay luxury prices for staples, and thus has injuriously affected the general prosperity.

¶ There are ten good reasons why every business man should read Mr. Borsodi's book.

¶ For sale by Duncan's Grocery Searchlight, Waukegan, Ill. Over 300 pages of unvarnished facts—bound in cloth. Price $3.00.

**Get the book and get your eyes open—**
**Robert G. Duncan**

**Duncan's Grocery Searchlight**
**Waukegan, Ill.**

Enclosed find $..... for which send me .....copies of "National Advertising vs. Prosperity" by Ralph Borsodi.

.....

.....

# SEARCHLIGHT

DUNCAN'S GROCERY

CHICAGO OFFICE:
524 Terminal Bldg.
9 S. Clinton St.
CHICAGO

**An Independent Journal for Retail Merchants**

Published by Robert G. Duncan
On the 15th of Each Month

20 South Utica Street
**Waukegan, Illinois**
*(Address All Mail to Waukegan, Ill.)*

EASTERN OFFICE:
520 Singer Bldg.
149 Broadway
NEW YORK CITY

NEW ENGLAND OFFICE:
95 Fountain Street
PROVIDENCE
RHODE ISLAND

*Subscription Price*
*One Year $1.50*
*Four Years $5.00*

VOL. XIII APRIL, 1924 No. 5


# A Small Piece of Dirty Business

## Shinola Cuts Quite a Shine—Sells one Retailer — Loses Jobber's Order

SPEAKING OF LARGE MEN AND BIG business, we have just come upon the very least man and smallest piece of little business that we have ever found.

¶ You all know Shinola. It is a small package for polishing boots. And they say it makes 'em shine. Well, here's where Shinola cut a very poor shine.

¶ Writing to an Arkansas wholesale grocer who cancelled his order when he discovered Shinola had been sold direct to one of his customers, the Shinola Company said:

¶ "Replying to your letter of February 27th, with reference to our representative selling the Martin Cash Stores at Jonesboro, Arkansas, our Representative, Mr. Kelly made special arrangements with this store with reference to their giving us special advertising as well as counter and window display although he did not sell them on jobbers' discount which of course is not our policy under any circumstances, and we venture to say that our direct business to the retail trade is the smallest of any manufacturer in the United States and it is only occasionally that we stimulate the trade in different localities both for the jobber and the retailer by making arrangements with some store to give us prominent counter and window display, and we are quite sure that this arrangement that Mr. Kelly made with this store will prove to your advantage on increased sales of Shinola although we are holding up your order which you placed with Mr. Kelly and we trust that our explanation of his sale to this concern is satisfactory and you will advise us to allow your shipment to go forward."

### Some Sentence. Some Letter

¶ Let us point out that the above letter is in one sentence. There are over 150 words in a single sentence. That of itself is enough to make any jobber boycott Shinola and leave his happy home. It is enough to make an editor take strychnine. And it shows that Shinola needs a corresponding secretary the worst way.

### A Little Business on Large Scale

¶ And think of the alibi. At one point in the life sentence the Shinola Company letter writer says, "we venture to say our direct business to retailers is the smallest of any manufacturer in the United States."

¶ We don't know about that but if the business is as small as the sentence is long, it is certainly a wee thing. "And it is only occasionally that we stimulate trade in different localities for jobber and retailer by making arrangements with some store," says he.

### A Shot of Heroin

¶ Their idea of stimulating business is evidently to sneak into a cash-and-carry store and slip the cutter a jag of goods at jobbers' list—to bribe somebody to cut the price. Why not administer a sniff of heroin? Why not take a "shot" as do many of our movie actors?

¶ That is the dirtiest little lie we have seen in some time. If Shinola is sold to a cash store in Jonesboro, Ark., it is sold to Piggly Wiggly and any other chainstore outfit that wants it at a price lower than jobbers make.

### Has Anybody Here Seen Kelly?

¶ "And we are quite sure that this arrangement that Mr. Kelly made with this store will prove to your advantage on increased sales of Shinola."

¶ Yes, we are sure. On the level! is this the opinion that some of these double-crossing manufacturers have of wholesalers? Is this their estimate of jobbers' intelligence? Do they think they can ram such dirty little lies down our throats?

¶ "Although we are holding up your order which you placed with Mr. Kelly and we trust that our explanation of his sale to this concern is satisfactory and you will advise us to allow your shipment to go forward."

¶ Yes, this is some explanation—160 words in one sentence—every ten words a dirty little lie.

### Everybody Doing It

¶ If the Shinola Company was the only concern dishing out such disgusting lies we would dismiss the subject in ten words. But it has become a harangue, a regular chorus. From every quarter we hear of "stimulating trade" by bribing some quack to cut the price. And always they are "quite sure the jobber and retailer will profit from increased sales because of these arrangements."

¶ To hear these smooth-bore liars tell it one would think everything they do is philanthropy. Their idea of stimulating interest in their shoe polish is to give some price cutter a better deal than others get. They buy window space and pay for it with jobbers' profits. They get the jobber's order and then sneak around to some little cash store and sell him direct—just to help the jobber.

¶ The Wimberly Grocery Company cancelled their order. That's what brought the long distance sentence letter. If more wholesale grocers would throw out the lines that use Shinola tactics it would not be long until a lot of so-called Big Business guys would be working at the boot black parlor—shining the shoes of independent grocers instead of licking the boots of chainstore proprietors.

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# Dunn's Agency Quits Creasey

## Refuses to Do Creasey's Collecting When Shown Nature of Creasey Business—Acts on Information Furnished by Bob Duncan

A LITTLE WHILE AGO CREASEY induced Dunn's Commercial Agency, Chicago, to undertake the collection of notes obtained from retail merchants on the promise of opening co-operative grocery houses. These are the notes that have been in the hands of collection agencies for years.

¶ One collector made an affidavit that "ninety-five percent of the debtors met demands for payment with the charge that the notes were obtained by fraud and deception."

¶ When we learned that Dunn's Commercial Agency had undertaken these collections we very naturally thought that Dunn's Agency was an off-color concern. Now we see that they were imposed upon by Creasey, and we wish to retract any harsh words we said about Dunn's Commercial Agency.

¶ When furnished information showing how Creasey obtained the notes, Dunn's Agency wrote us as follows:

¶ *"There is sufficient evidence in your letter to cause us to discontinue service on all claims in our office for the Creasey Corporation."*

### Three Cheers For Dunn's

¶ The above letter shows that Dunn's Commercial Agency is on the square and that they will not lend themselves to Creasey in extorting money from retail merchants.

¶ Therefore we commend Dunn's Commercial Agency to our readers who may need the services of a collection agency. We believe they are honest, square and capable. We are ever as ready to commend as we are to condemn. We believe Dunn's Agency was misled into undertaking Creasey Collections, just as the retailers were defrauded into signing the notes.

### Duncan On His Trail

¶ Robert G. Duncan is in intimate touch with hundreds of Creasey victims. Every time Creasey attempts to force payment on these fraudulent notes, Duncan gets the news first and exposes Creasey's nefarious schemes. This makes it impossible for Creasey to get a reputable concern or decent lawyer to do his dirty work.

¶ Duncan learned of Dunn's Agency taking these notes for collection and immediately put Dunn's Agency wise to the Creasey System.

¶ That was enough. Dunn's Agency quit. So again Bob Duncan has intervened to save the retailers. Again has Duncan rendered a valuable service to retail merchants who were taken in by the hired liars of Creasey.

### More To Come

¶ When the receivership case was up before the Federal Court in Minneapolis, Creasey filed an audit which shows three quarters of a million dollars as "Bills Collectable". This is thought to be notes "obtained by fraud and deception." If so, it is easy to understand that the greater part of the Creasey Corporation assets consist of these fraudulent notes.

¶ If our courts had any desire to punish the wicked and protect the weak, Creasey would have been asked, "What does that item 'Bills Collectable' consist of?"

¶ But, no. The Federal Judge whom we are

advised to respect, honor and obey permitted Creasey to file an audit made by an accountant hired and paid by Creasey. And we can't question the validity of that boughten document. We can't even tell the court that we suspect that $800,000 of assets claimed by the Creasey Corporation consists of notes "obtained by fraud."

¶ No, sir. Before we can even suggest a padding of assets we must pay certified accountants $10,000 to audit the crooked books.

¶ But at that I'm not through with Creasey and his kind of cutthroats. The courts may deny me the right to ask a single question, but, thank God, there is no tyrant in this country who can prevent me from printing the truth about a crooked co-operator or a crooked court.

¶ Therefore, so long as my arm can push a pencil I will continue to publish all such fakers as Creasey. I will expose them to every man they draw into their infamous schemes. The end is not yet. I have been the sole opponent of Creasey. I have been his unrelenting Nemesis. I will camp on his trail as long as he lives. He shall not pass with his loot.

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# Where to Get Soap That Is Fair

## Independent Company Gives More Soap for Less Money—Coupon and National Advertising Saving Goes to Dealers and Consumers

YOU ALL KNOW CONDITIONS IN THE soap business are *rotten*. No dealer will deny that soap manufacturers have gone hog wild. Wholesalers find several nationally advertised soap lines selling to chainstores direct at less than jobbers' list. Some are selling through desk jobbers and so-called co-operatives, who handle the business for the cash discount. In short, the wholesaler is disgusted with the double-crossing going on in soap circles and is about ready to quit handling soap.

¶ The retail grocer is even more disgusted. He finds chainstores and cutters selling many nationally advertised lines at less than he pays; he is beset with premium soap peddlers; he is couponed to death; he is overloaded with multitudinous brands which he cannot sell at enough profit to cover the cost of doing business; what little soap business he has is being ruined by the distribution of free samples, yet he is led to buy more soap deals lest his customers should present a few coupons calling for free soap.

### Independents Give Hope

¶ These hard conditions have been forced upon middlemen by monopolists in their mad scramble to make millions—to get rich quick. And while distributors have been ground down consumers have been fleeced with deleted bars, false advertising, and adulterated soaps. Still it is an ill wind that blows nobody good. In their mad rush for monopoly of the soap business, the barons have made competition possible. In eliminating wholesalers and favoring chainstores, the barons have angered a great army of distributors who will now exercise their influence in selling soap that is worth the price to consumers and fair to distributors.

¶ Yes, independent concerns are springing up, and it is about one of those we want to speak.

### Iowa Soap Company

¶ The Iowa Soap Company is an independent company, largely owned by independent wholesale grocers. The company manufactures a fine line of laundry and toilet soaps, but we are going to confine our remarks to their Big 4 White Naptha Soap, because we feel that ninety per cent of the soap abuses are leveled at laundry soap.

¶ Big 4 White Naptha is as good soap as can be made in the present state of science. The editor has tested it and finds it a perfect cleansing agent. It is guaranteed to give satisfaction, so that's all there is to that.

¶ It is said that the selling cost of laundry soaps under the national advertising system is 60 cents per case. It is found that coupons and free samples run to 40 cents per case. That shows to what excesses our would-be monopolists have gone in their scramble to get rich quick. We see here $1 per case expense for the various ways of forcing soap sales. And, of course, we realize that consumers ultimately pay the major portion of this unbridled waste. And just as these abuses have grown the middleman has been forced to contribute his profits until he is now handling many lines at a loss. In some cases he has been eliminated in order that his pay for distribution may go into coupons or advertisements, or be handed over to chainstores and cutters as bribes, enabling the chains to put independents out of business and force small men to distribute soap at a loss.

### None of These in Big 4 Naptha

¶ None of these wasteful selling expenses are found in use by the Iowa Soap Company. They do no national advertising; they distribute no free samples to prevent retailers from selling; they distribute no coupons whatever.

¶ Therefore, Big 4 Naptha reaches the wholesaler at a much less price than he can buy the products of the advertising coupon barons. The greater part of this big saving will be passed on

to retailers, who in turn can pass along a generous sized bar of excellent soap to consumers at prices lower than the largest chains can make on these nationally advertised soaps, and still make a nice profit for handling.

¶ That is all there is to say at this time. Big 4 Naptha is as good soap as can be made in the present state of science. It is handled exclusively through wholesale grocers, the most economical way yet devised. It can be bought by retailers as they need it without loading up for the privilege of redeeming coupons which may not be presented for redemption. Retailers can offer Big 4 Naptha without coming in competition with chains and cutters. And they can undersell monopoly soaps and still make a living profit.

¶ That is all for the present, other than saying, in our opinion, every wholesale grocer, and every retail grocer, in the country should get behind Big 4 Naptha Soap. If independents will but make a demonstration on Big 4 Naptha, they will not only make a living wage for handling Big 4 Naptha but they will force reforms all along the line in the soap business.

¶ Now. All together. Let every man do his duty. If you are not handling Iowa Soap Company products, write them for prices today. Send your letters to Iowa Soap Company, Burlington, Iowa.

¶ Retailers, ask your jobber to put you in position to offer your customers soap that is worth the money. With Big 4 Naptha you can beat the chains and cutters and make a living profit for yourself.

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# Co-Operative Buying A Failure

## Chainstores Thrive Where Buying Exchanges are Thickest—Creasey Has Simply Robbed Grocers

A FEW YEARS AGO THEY TOLD US buying exchanges would give the independent grocer his goods so cheap that he could beat the largest chainstores.

¶ That was the theory. Yes, and it went like most theories—it went overboard.

¶ In Los Angeles one set of grocers organized a buying exchange. Another set opened a co-operative wholesale grocery house. But the chains grew and spread until today they virtually control the grocery business of Los Angeles and vicinity.

¶ The buying exchange is still going. The co-operative wholesale house failed after a short hectic career, settling with the creditors for 75c on the dollar. And of course the grocers lost every dollar they invested in it.

### The Case In Portland

¶ Some years ago 80 or 90 strong retail grocers of Portland, Oregon, organized a buying exchange—The United Grocers. It had the best chance to succeed of any exchange we know. And it has met with considerable success. But it has not in any way operated to check chainstores.

¶ When the United Grocers were organized there was not a single chainstore unit in Portland. Now there are a half dozen chainstore concerns operating from six to twenty stores each in the city limits, and Portland is headquarters for Skaggs, who has 75 or 80 stores in the Northwest.

¶ When the United Grocers started, Ross MacIntyre had one store. He now operates 25 or more stores under the name of Twentieth Century Grocers. Strange to say Mr. MacIntyre joined no buying exchanges or co-operative wholesale ventures. Not so. He stuck to retailing and now wields an immense buying power.

¶ Nothing could more clearly illustrate the fact that an independent dealer can buy as cheaply as an exchange group can buy. MacIntyre has undersold the exchange members all along the line.

### Exchange Produces Chain

¶ Here is still more proof that co-operative buying does not stop the spread of chainstores.

¶ Out of the United Grocers has come a chainstore company which now operates 11 stores—The Eagle Stores. Members of the United Grocers finding they could not stop the chains, went into the chainstore business. But, Holy Smoke! they tell us the Eagle Stores' manager buys in the open market, and not with or from the United Grocers.

¶ Can you require more proof of the fallacy that co-operative buying enables independent grocers to meet chainstore competition?

### Creasey A Co-Operative Robber

¶ "The Creasey Corporation members can undersell the largest chains," says the lying literature of the Delaware outfit that has plundered twenty thousand retailers from the Susquehanna to Puget Sound.

¶ A more brazen lie was never sent through the mails. The Creasey System never had a plan for assisting grocers. The outfit is not a co-operative concern. It is not even a recent price-

cutting corporation. Its aim and object was, is and will be plunder. The very fact that they demand a fee of $300 in advance for the privilege of buying through their ramshackle fake houses is evidence of fraudulent intent. If they could undersell competing jobbers they would not employ crews of hardboiled liars to fleece merchants.

¶ See how Creasey has stopped chains. His big house is in Chicago. There also are A. & P., Piggly Wiggly, Thompson and three score other chainstore concerns.

¶ Look at Kroger in Ohio, Indiana, Missouri, where Creasey has opened and closed a coupla dozen of his fake co-operative dumps.

### A Fine Specimen

¶ Creasey is a fine specimen—a dandy adviser for grocers. He failed as a retail grocer himself. He failed as a baker and meat dealer; he has done nothing else but, from start to finish; yet he has the superlative gall to tell grocers how to beat the chainstores.

¶ And it is so simple! All they have to do is to pay Creasey $300 for a Service Contract and he will do the rest. He has a record of having failed in more than forty locations; he has sent forty of his co-operatives on the rocks, but he still has the gall to claim that retailers can beat chainstores by joining in his failures.

¶ Co-operation has been a very good thing for Creasey. No one disputes it. The old marauder has a palatial home. He lives like a king. He collects tribute on the gross sales of every one of his branch houses whether they break even or go broke. He boasts of royalties of $75,000 for himself, but he isn't able to show a penny saved for his victims.

### Away With Creasey

¶ Away with talk about Creasey. The best that can be said for the old faker is that he has grown rich from plunder taken from ignorant grocers under false pretenses, in the name of co-operation.

¶ Away with all this co-operative, buying exchange talk. It is bunk of the purest ray serene.

¶ The United Grocers of Oregon is the best co-operative under the sun. It started with as good a class of members as can be found in the grocery business. The members have paid in $500 or more each to finance their purchases. The officers have kept an eye on every detail of the business. They don't permit Creasey to handpick a thief to run the business. They have doubtless made some money for the members. But, when they start a chainstore company to compete with Skaggs and Ross MacIntyre, they tell the manager to buy where he can get the best prices.

¶ Then talk about this scoundrel Creasey helping little retailers meet and beat chainstore competition.

### What's That?

¶ Do Skaggs and MacIntyre pay Creasey $300 per store for the privilege of buying Creasey's bargains?

¶ I should say not. Ross MacIntyre wouldn't let a Creasey liar into his office long enough to locate the safe. Skaggs wouldn't disgrace himself by speaking to Creasey. MacIntyre and Skaggs buy goods cheaper than Creasey can buy them. So do the Eagle Stores or any other of our local chainstores. Most of them could sell to Creasey and make a good profit. Some of them could buy the Creasey Corporation out and have money left, including the million dollars of notes carried in Creasey Corporation assets as "Bills Collectable".

¶ So, friends, in the light of these facts, you will do well to attend to the business of selling groceries and let these co-operative buying exchanges alone. For if you quit your business to run the exchange you will have no business; and if you leave it to Creasey to run the co-operative, that bird will put your money in his pocket and your business on the bum.

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## The Packer Decree

Daugherty Double Discounted

HAVING BEEN PRESSED BY THE Senate for a report on the Packer Decree, Attorney General Daugherty says, "It has been carried out in spirit."

¶ Maybe so, but in the light of certain scandalous disclosures we reserve the right to draw our own conclusions. Also we have come to take Mr. Daugherty with plenty of salt and lots of reverse English.

¶ Daugherty as a law enforcer is our idea of a joke. His administration will go down in history as a period of anarchy. If he has prosecuted any grafter he has kept it under cover. He is so flagrantly indifferent Coolidge wouldn't trust him to reclaim the oil reserves sold by Fall to Sinclair and Doheny.

¶ So we can't be blamed for saying that we place no credence in anything Mr. Daugherty says. His report on the high cost of living fastened the crimes upon one-horse grocers. It is the only Daugherty report fixing lawlessness upon any one—and as was to be expected Daugherty picked on the men least able to divide the swag.

¶ Independent grocers, wholesale and retail, will make note of the Daugherty reports on Hi-cost and Packer Decree and do the needful in helping retire the Honorable Harry or any candidate Harry may back.

# Purity Oats Returns to Founders

## Keokuk Rotary Club Saves Big Payroll—C. M. & A. H. Rich Restored to Management—Purity Oats Will Go 100 Percent Through Independent Grocers—Daylight Policy Triumphant

THREE ROUSING CHEERS FOR THE Rotary Club of Keokuk, Iowa! Three rousing cheers for Asaph Buck, Harry Culkin, D. A. Collier, Thos. H. Joyce, Henry S. Walker, C. R. Joy and Albert Kiedaish! These men composed the Citizens' Committee that restored a big payroll to their home town. These men took off their coats, opened their pocketbooks and worked until the necessary funds were raised to purchase the Purity Oats mill which under the management of C. M. and A. H. Rich employed 150 people, with a payroll of over $500 per day.

### C. M. and A. H. Rich Restored

¶ C. M. and A. H. Rich founded Purity Oats, and by a daylight policy of square dealing, through legitimate wholesale and retail grocers, sold Purity Oats in every hamlet in the land. Perhaps they sold more than their small mill could make. To get greater facilities they combined with the American Hominy Company and lost control. How they were summarily deprived of their offices is a long story. Suffice to say the abandonment of the Rich policy resulted in so much loss of business that American Hominy went into bankruptcy.

¶ When the Purity Oats plant at Keokuk, together with the brands, patents, etc., were sold, C. M. and A. H. Rich saw an opportunity for restoration of the payroll to Iowa, but they had no money. What they did have was a good name and the confidence of the people of Keokuk.

¶ So, to make a long story short, the abovementioned patriots took off their coats, opened their pocketbooks, worked like Trojans, raised the money, bought the mill, brands and patents, and restored C. M. and A. H. Rich to the management of Purity Oats Company.

### Daylight Policy to Prevail

¶ If you want to know what a man is, ask his neighbors about him. The first time the editor set foot in Keokuk, Iowa, he asked a taxi driver, "Do you know the Rich boys?"

¶ "Yes, sir, and so does everybody in Keokuk. They have done a great deal to build up this town. Everybody admires C. M. and A. H. Rich."

¶ I heard like reports from bankers and bootblacks, manufacturers and merchants. Everybody had a kind word for C. M. and A. H. Rich. And I said to myself, "These men have done something for home industry and for Keokuk. They are honest, sincere, energetic in building up their home town. That's why the people trust them and love them."

¶ By raising $225,000 with which to purchase the Purity Oats mill, the people of Keokuk give testimony of their faith in C. M. and A. H. Rich. It was upon the promise of the Rich brothers to take hold of the Purity Oats and devote all of their time to the business that the people subscribed nearly a quarter of a million dollars.

¶ When this article is in the mails, Purity Oats will be going out from the Keokuk mill to wholesale grocers under the daylight policy that endeared C. M. and A. H. Rich to every legitimate business man. When you read this article the wheels will be turning in the plant, and a quality product will be going out on a four-square policy.

### Every Jobber Should Help

¶ The independent grocers of America are deeply indebted to C. M. and A. H. Rich. They stood by jobbers when most of the world wanted to eliminate them. They sold 100 percent through legitimate jobbers when many were rebating chainstores and permitting fake co-operatives to slaughter prices. They now say their tested policy shall prevail; that Purity Oats will be sold 100 percent through independent grocers; that their books will be open for inspection.

¶ Let every independent grocer do his duty. Stand by those who have stood by you. Make it possible for me to record that grocers will not fail their friends. Yes, back up the Rich policy and some day I'll call for three rousing cheers for patriotic grocers.

¶ Purity Oats is restored to Keokuk, restored to the founders, restored to independent grocers. Right is might and will prevail. Three rousing cheers for Purity Oats! Three rousing cheers for the Rotary Club men of Keokuk! Three rousing cheers for the Rich boys!

¶ Send your orders to Purity Oats Company, Keokuk, Iowa. The day of promise is gone; the hour of performance is here. These men have fought a good fight; they have kept the faith. Right is might and will prevail.

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Deere & Company in their annual report say: "The steady improvement in the condition of the farmer brought about an increased demand for farm equipment last year, sales being almost 40 percent larger than the preceding year."

## Cabbage or Cosmetics, Which?

Fresh Vegetables or Face Powder

IN PORTLAND, OREGON, an enterprising produce dealer built a beautiful hexagon shaped store on a triangular block, beautified the grounds with green lawns and flowers, and opened The Everfresh Produce Parlor.

¶ It was a darling little place—resembling a California exhibit at the World's Fair more than a green vegetable shop.

¶ A neater shop would be hard to find. The proprietor was an American-born descendent of the Caesars. And he knew his business. But, sad to relate, the good women of the district did not flock to the elegant shop.

¶ So the artistic huckster closed the shop and went back to his truck garden and peddler's wagon. Perhaps he was ahead of his customers. Or maybe he had the wrong line.

¶ Anyway a beauty parlor now occupies the pretty store, and they do say there is more business in curling bobbed hair and touching up lips and brows than there was in distributing fruit and vegetables.

¶ Some penpusher once gave it out that "the way to a man's heart is through his stomach". Maybe it was so when the fellow wrote, but that was long ago, before the advent of the beauty doctor who by a deft twist of the curling irons and a few artistic strokes of a lip stick can make a jaundiced old maid or spavined widow look like Lillian Russell in her palmiest days.

¶ A pair of fresh eggs with the sunny side up, a liberal slab of home-cured ham, a pan of hot biscuits, a pot of coffee sending forth its refreshing aroma, might once have been regarded as the best bait to catch a husband; but them days is gone forever.

¶ Getting to a man's heart through his stomach is out of date. Either that or men have come to relish face powder more than the succulent flapjack. Curly head lettuce may be well enough in its place but as a beau catcher it isn't in it with bobbed hair marcelled to a wave no bifurcated animal can resist.

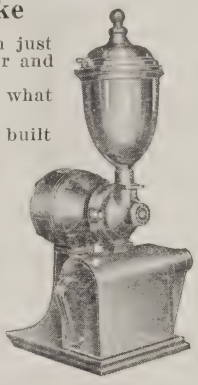
¶ Time was when a good meal was open sesame to the hardest heart. And we know the greatest men prize good cooks above good looks, but times have changed. So have men; and, if old timers know what they are talking about, women have undergone many transformations, from the least of which lightning changes they may have learned that while man may be temporarily detained with a cargo of bacon and eggs, a few saucy curls on the head and a fair coat of carmine on the thin blue lips holds him a willing bondman and servile slave until—no not death—until it rubs off or he gazes on her about—well, say—six in the morning.

¶ Art is O. K. in its place, but we fear the man who attempts to make green vegetable stores more artistic than beauty parlors is doomed to disappointment.

¶ Catching a man with mince pie may yet be moneybacked in some sections but here in the Golden West a florid kitchen mechanic, however buxom, has no more chance against a slim flapper who wouldn't know a doughnut from a doodlebug than a snowball in hell.

¶ It's fresh paint they want, not fresh vegetables. And they are all alike. Pulling youth and dyspeptic age fall alike for art but they prefer cold cream to corned beef and cabbage.

**What a WHALE of a Difference Just a Few Dollars Make**



All the difference between just an **ordinary** mill or chopper and the best one **ever devised.**

Quality is to a product, what character is to a man.

HOLWICK Machines are built for lifetime service. For 17 years they have been serving the trade. Reflecting the activities of the grocery and meat business.

They have grown with the industry—from one mill and chopper in 1907 to sixty-four styles and kinds today—and for every need and purse.

Catalog and easy payment plan on request.

**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

# FOR SALE

## A Retail Mercantile Business. General Line.

Real estate, 40 acres, eight dwellings, large store building, garages, etc. Value $26,500; Fixtures $3,500; Stock $30,000. Will sell all, or retain real estate and rent at reasonable rent, and sell stock and fixtures.

Am in position to allow long easy terms.

Sales in 1923 over $250,000. Net profit almost, $10,000.

**May Mercantile Co.**

**Woodville - West Virginia**

# Merchant's Digest on the Rocks

## Creasey's Subsidized Rag Issued Monthly—But That's Too Often

THE LAST ISSUE OF THE "Merchant's Digest"—that subsidized rag brought out under the management of traitor McKechnie—was marked "March, 1924".

¶ It is now All Fools' Day and we have not seen or heard of the March 15th Digest. That tells us the dirty sheet is now a monthly, and that suckers who subscribed for it as a semi-monthly got the hook once more.

¶ Well, monthly is too often. The sheet was conceived in sin and brought forth in iniquity. Its mission was to keep the Creasey Corporation from bankruptcy by fooling a few hundred suckers into putting up money for L. L. Creasey.

### Traitor McKechnie

¶ Of course the Digest had one other purpose. It provided a job for that despicable liar, traitor, scoundrel, coward, crook, McKechnie, who double-crossed his former employers on Creasey's promise to set Mac up in the publishing business.

¶ We have said before that McKechnie will eventually try to double-cross Creasey. We repeat our prophecy. The very moment that Creasey finds Mac is worthless to Creasey and gives him the blue envelope, McKechnie will be offering to sell Creasey secrets.

¶ Watch it. A traitor is a traitor. He can no more be loyal than a leopard can change his spots. McKechnie was fed by Roth. He slandered Roth after Roth was dead. McKechnie drew $70 per week for editing the Mercantile Co-Operator. He wrecked the paper and when sent out to sell the wreck to Creasey, returned with the complaint that Creasey had "treated him like a dog."

¶ It was Saturday noon. Mac drew his pay. The next day he sneaked into the office, laid his resignation on the manager's desk, hopped off for Creasey headquarters, and on Tuesday wrote a letter to one of the directors of The Bunting Publications asking him to betray his own company.

¶ In that letter Mac said, "I have sold the proposition to the Creasey Corporation." He should have said, "I have sold out to Creasey." The letter is in our possession. It is on a "Merchant's Digest" letterhead.

¶ Two days after accepting his salary Mac was inviting the director of the company he had betrayed to join him in his treachery. Quick work, I calls it. Eh?

### Self-Convicted Liar

¶ Note that McKechnie resigned—that we have his written resignation—yet the infamous traitor had the superlative gall to whine that he was fired—tried to excuse his treachery by saying he was thrown out on the cold cruel world without work.

¶ That kind of a fool will never make a publication go. That kind of a traitor will not be able to save Creasey. There is no advertising in the vile sheet other than ads extorted from the packers of Urma Products, and these concealed double-dealers will soon learn that they can't cut prices to Creasey and subsidize McKechnie at the same time.

¶ The vile scum that is half loyal to Creasey will not pay their subscriptions to the Digest. We ought to know. They wouldn't pay for the Co-Operator when it was the official organ of Creaseyism—when McKechnie was editing it and licking old Creasey's boots. They would not pay for the Mercantile Co-Operator when Murray was running it as the mouthpiece of Creaseyism. What chance is there that they will pay for the dirty rag that traitor McKechnie is putting out for Creasey now?

¶ Not one in a hundred of Creasey's loyal scum will pay their subscriptions, as Murray and Bunting discovered to their loss and sorrow. A lot of Creasey's "members" can't write six words correctly. In our opinion many of them can't read English at all. Getting a dollar out of these ignorant hucksters is work. The only way it can be done is to send a hardboiled liar around to promise them a corner lot and brick house with each subscription. That wouldn't be so bad but the trouble is the liar will not turn in the money.

¶ Ask Murray; ask Bunting how easy it was to collect for the official organ. And here! How many photographs of subscription checks has McKechnie printed?

¶ Oh! Mama! If Mac had only printed photographs of the checks, what a circulation he could prove up! Yes, just about one dozen.

¶ Mac little thought this would be sprung on him. This is further evidence of his degeneracy. He printed every order he ever got. You may bet on that. The files disclose not even a dozen orders and not a single photo of a subscription check.

¶ Let the traitors wiggle out of the trap he set for himself if he can. Let him explain why he didn't photograph the checks and thereby prove to the world that Creasey has an army of loyal members.

¶ I say to you it is impossible to fabricate a chain of evidence. I say to you, a lie cannot live. I say to you that Retribution will overtake the liar, the thief, the traitor, the

scoundrel. I say to you, the way of the transgressor is hard.

¶ Retribution overtook Sinclair, Doheny and Fall. It overtook Abraham, Isaac, Jacob and David. It will overtake King Creasey. It will overtake McKechnie.

¶ Creasey's time is close at hand. He is old, gray, worried; surrounded by traitors who won't stay bought. Yet but a little while and he will totter to the bankruptcy court and sign the decree that the God of Justice demands of every man. Only the intervention of death can save Creasey from this humiliation, but even so, there is a sterner Judge across the Styx before whom Creasey must appear and account for the proceeds of Service Contracts.

¶ Don't forget that. There official organs are unavailing. There hired traitors have no say. There at last the doer of wrong stands face to face with his deeds.

¶ Creasey may dodge the sheriff here, but he will not escape the judgment there. He may be able to cover up his record here, but every transaction will be recorded there. So, we fear there is an ordeal awaiting the Old Man on the other shore that will be rather hard to bear.

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## A Million Dollar Country Store

Strasburg, Ohio, has a "country store" that does a million-dollar business every year—in a town of less than a thousand people.

You can buy almost anything there from roofing to tooth brushes. There are fourteen departments and sixty employes. Group meetings are held weekly to study sales plans, a correspondent is kept in every school in the trade territory to supply market information. Advertising has increased each year with the growth of the business. The mailing list, for an eight-page monthly sales bulletin, now contains 17,000 names.

Strasburg is surrounded by the powerful trade influences of Cleveland, Canton, Akron and other towns. Interurban lines make convenient shopping in these centers.

Strasburg is an anomaly. Farm people should be driving by to shop in the cities made convenient by automobile and interurban lines. That they do not is a monument to the aggressiveness of a country merchant who can build a million dollars in sales—in a town of less than a thousand people.

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Poultry production approximates one billion and a quarter dollars as an annual income. The larger part of this money belongs to the women and children.


# Have You a Son or a Daughter?

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**What Plans Have You Considered for Their Success After You Have Passed On?**

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Do you know of anything better than a sound profession for them? Do you know of the wonderful results attained by Osteopathy—what it has done and is doing for mankind?

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You owe it to yourself and your children to know. Ask us for full information. We have nothing to sell—the information concerning Osteopathy is given cheerfully and without charge.

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**Osteopathic Information Service**

**Box 501, Waukegan, Illinois**

# THE MERCHANTS' FORUM

*Open for the discussion of all subjects touching the grocery and general merchandise business by our subscribers*

CASH GONE THREATENED WITH SUIT

Aholt, Mo., March 17.—To the Editor.—I am one of the Creasey victims. They got $65 in cash and are now threatening to sue for the balance claiming they have my notes, while their agent claimed that there were no notes to sign only coupons which would be returned when I had bought the amount of goods.

I also received two letters from Dunn's Commercial Agency threatening to bring suit or to damage my commercial rating. What would you advise me to do?

H. J. Weber.

¶ Note: There you are again. The Creasey organizer lied to get Mr. Weber's money. He told him there were "no notes to sign, only coupons which would be returned to him as he purchased goods."

¶ Mr. Weber evidently found no bargains coming his way. So he didn't buy. Now they are hounding him for payment of the notes, threatening him with suit and attachment, telling him they will ruin his credit rating and put him out of business.

¶ There are thousands of merchants with the same experience Mr. Weber is having with Creasey. Our advice to all of them is this:

¶ Pay Creasey nothing. If he sues fight him to a finish. If you must lose $250 spend it with lawyers to stop this scoundrel, Creasey. He can't hurt your credit as no commercial agency will undertake the collection of these notes "obtained by fraud and deception." Pay Creasey nothing. Fight him to a finish.—*Editor.*

ANOTHER MERCHANT CHEATED

Valier, Pa., February 6.—To the Editor.—Enclosed find check for $1.50 for my subscription. Also my contract with the Creasey Corporation, and my agreement with the agent for the Creasey Corporation.

I took three shares in the Creasey Corporation with the understanding that he would not call at another store in Valier, but he sold shares to another store. When I found it out I did not pay any more for a time. Then they left it with an attorney for collection. I have now paid about $150. I don't buy anything from them as I can get goods as cheap right at home. Besides the Pittsburgh house have very little to sell.

Now I would like to know if they can collect.

C. A. Anderson.

¶ Note: You see how Creasey works it. He sent one of his hardboiled liars into Mr. Anderson's store. The liar told the merchant he would give him exclusive membership in Valier. Then the wandering cutthroat goes out and sells any other merchant he can hook.

¶ It is the Creasey System. A bigger liar, coward and hypocrite than L. L. Creasey never lived in the tides of time. The Creasey System is a system of lies and frauds operated by crews of rascality.

¶ We have written to learn whether Mr. Anderson bought stock or one of Creasey's worthless Service Contracts. We expect to learn that he got the promise of a contract thinking he was buying stock in the Creasey Corporation. But it matters not. One is as worthless as the other. Both are frauds.—*Editor.*

THE REGULAR CREASEY SYSTEM

Mt. Pleasant, Iowa, Feb. 26.—To the Editor.—Last August I received your magazine but really did not pay much attention to it in regard to the Creasey Corporation. Now those birds have $300 of our money and I sent in our certificate to sell. Now they claim they never

received it. What is your advice? I am willing to pay you for your trouble. What if I was to buy groceries from them and not pay them could I get by with it? When they sold me stock they were going to start at Burlington, Iowa; first at Ottumwa then they went to Davenport, now St. Louis, Mo. Please give me your advice.

Wilson & Company.

¶ Note: We are not clear as to why the above merchant mailed his service contract to Creasey. But we suppose he wanted his money back. But he should have registered the letter. Mailing a letter to Creasey is just like sending money in an open envelope. It is sure not to reach Creasey.

¶ It's the Creasey System. It is by such methods that Creasey has kept going.—*Editor.*

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# The Community Plan for Farm Trade

## Local Advertising Clubs Use Neosho Plan to Extend Trade Radius

MANY OF THE SMALL TOWNS and villages in America are facing today this serious question: has their value as a trading center passed and are they to become a residential district for retired farmers, or will they meet new conditions and establish their value as a place for the farmer to shop?

These villages were once the trading posts for the farmer. As agriculture grew and prospered in their region, they too grew and prospered. Created by railroad, the buggy and country roads, they now face diminishing wealth and trade because of goods roads and the automobile.

It is inevitable that there should be a trend in this direction. The neighboring small city, often the county seat, has offered the shopping facilities that the farmer and his wife desire. Entertainment was here in the theatre and the moving pictures. There has been wanting only the means of convenient transportation and the awakening of the "small city" merchants to the possibilities awaiting their town.

To Neosho, Mo., is given credit for the birth of a plan now being widely adopted by the small cities of this country. To quote from a bulletin used in their campaign to promote this plan through local advertising clubs: "This plan is a concrete workable idea for the extension of the retail trade territory—for building up a better understanding between town and country—all through the medium of making it worth while from the standpoint of financial gain—both for the farmer and the business man."

Merchants of Neosho report that they have extended their trading territory "from a few short miles to an area of some thirty or forty miles."

The plan provides for furnishing a market for the farm and co-operative sales days for the merchants. That is the basis. How it works out is shown by the following quotations:

"Sylacauga, Alabama, is extending its trading influence over areas never reached before. The first step was to create a market for chickens and eggs, next a sweet potato house was organized, then a milk station. At the last meeting of the Sylacauga Advertising Club everybody was highly pleased with the growth in business and trade territory."

In Lisbon, North Dakota, a town of 1,200 population, this plan brought "more than $10,000 in three months that would not have come without it."

La Fayette, Ga., reports: "This plan has brought increased sales and bank clearings to town. It has made better merchants of its members. Perhaps the best thing it has done is to create an increased interest in the home life of the farmer and brought town and country closer together."

Clinton, Indiana, a town of 15,000 population, has one big sale day a month. In addition they have had two farmer-merchant picnics in widely separated neighborhoods in the trade territory. Merchants close up their stores on these occasions, and take their clerks and families out into the country. Every one brings their own supper, but games, refreshments, fireworks, etc., are paid for by the merchants. From 5,000 to 7,000 people attend. Although no business is discussed, the people are registered to secure names for the mailing list.

The success of the Neosho plan is indicative of a condition far more widespread than the list of cities now applying it. Many factors stand in the way of its too rapid growth. The necessity for full co-operation by competing retailers, for a few aggressive leaders in every town, for fair play and "obedience to rules" are a few of the essentials. But where the plan is not in operation, individual retailers are, in thousands of instances, carrying out its main ideas. Where farm trade—the trade on wheels—rules, and that is with a fair majority of our whole retail trade, there are to be found cities and retailers, fighting for it.

This condition will inevitably force itself upon the manufacturers through retailer, jobber and salesman. It will become painfully evident to some, in merchandising of their advertising campaigns.

# Coolidge, Creasey and Co-Operation

## Crooked Co-Operator Twists Cal's Words to Fit his Case

JUST AS WE EXPECTED. Cautious Cal Coolidge put out some stuff about the "need of co-operatives to get produce to consumers at less cost." It was pure political hypocrisy. Coolidge is backed 100% by Big Business. He expects to get every dollar of his campaign expenses from big profiteers. If these rich rascals had any idea that Calvin Coolidge was sincere in advocating co-operatives Cal couldn't even carry Vermont.

### Creasey Hops Aboard

¶ Coolidge's stuff is flagrantly political claptrap. But Old Dad Creasey can use it to good advantage. So he instructs his boughten traitor, McKechnie, to whoop it up as an endorsement of the Creasey System.

¶ Just as we expected. We foresaw that Creasey's hired liars would be showing the Coolidge bunk when fleecing little retail grocers out of $300 each for the benefit of the Creasey gang.

¶ Coolidge spoke of "the need of co-operative organizations among consumers." He said nothing about co-operation among dealers. But old Creasey can twist Coolidge's dope into an endorsement of Creasey's crooked corporation, and he doesn't hesitate to put Cal in the hole by doing it.

¶ Daugherty is out. In order to give his administration the semblance of honesty Mr. Coolidge may get an Attorney General who will not permit Creasey to use the mails for fraud. If such should eventuate, Creasey will do well to leave the United States. Had the authorities done their duty there would have been a fraud order issued against Creasey long ago, and the old "co-operator" would possibly be in Atlanta eating soap to make it appear that he has Bright's Disease.

¶ Some of these days we may have an Attorney General who will not permit corporations to plunder helpless little merchants in the name of co-operation, and put the swag in his own pocket as Creasey has done during the last ten years.

¶ No wonder the people are amazed and the country is disgraced. When a faker like Creasey is permitted to use the mails in conducting wholesale frauds, and nothing is done to check his depredations, we know officialdom is rotten to the core.

¶ Denby is done. Daugherty is out. Fall is in disgrace, his very name synonymous with graft and corruption. Creasey is on the verge of bankruptcy and nearing the River Styx. The Day of Judgment is near. The time will come when a scoundrel cannot use the mails to obtain money under false pretenses. Then Creasey will pay the penalty.

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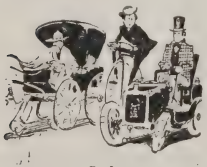
# Practical Ideas for Retailers

### Vehicle Week

¶ If your store is located in a county seat or country town you can hold a "Vehicle Week" or "Day" with advertising advantage and profit. The week should be extremely advertised and pushed for the wider interest created the larger your sales and the greater your success.



¶ Although each retailer should work out the special details and size of prices of his plan, it can be explained in a general way that prizes would be given to the owners or drivers of vehicles of these classifications:

Vehicle from the most distant point.
Vehicles coming to your store greatest number of times.
Vehicle bringing most people at one time.
Vehicle which carries away largest value in purchase from your store.
Vehicle most originally decorated.
Smallest vehicle.
Largest vehicle.
Oldest vehicle.
Most dilapidated vehicle.
Quaintest vehicle.
Funniest vehicle.

¶ All vehicles must drive up to front entrance and unload customers for your store if they are to be eligible for entry.

### A "Personal" Interest

¶ This idea bespeaks enterprise and if you adopt it will gain friends for your store because it contains the "personal interest" element. Buy at wholesale, a quantity of keys—the cheapest ones will do. Print some manila envelopes with the words "Key to Economy." Mail one of these keys together with a letter of invitation to the heads of new families which move into your locality. Also watch the

birth notices and send a key together with a letter to the newly born baby similarly worded to the following:

> Dear Baby:
>
> We welcome you to our City and feel sure that as you grow older you will brighten the lives of your Papa and Mamma as well as your friends and playmates.
>
> When you grow older you will want to buy some things for yourself, and your papa and mamma, so we are sending you what probably is your first invitation ever given you by a store.
>
> Our hope is we will come to know you better.
>
> Yours very sincerely,
>
> Excell & Bros.

## Memorial Day Ideas

¶ These two ideas can be carried into effect simply and economically by practically every retailer.

¶ *Flag and Flower Window.* An effective and inexpensive arranged window for Memorial Day can be made with a large American flag, and a wreath of flowers. Spread out the flag and fasten up inside of the window next to the glass. Between glass and flag hang in center a wreath of flowers. When this display is used in the windows, one each side of entrance it gives a striking patriotic effect. Do not display advertising or merchandise in window.

¶ *War Relic Window.* Display in your window the flags, guns, swords, uniforms, etc., carried through the war by enlisted men of your town. If you have a G. A. R. or American Legion Post in your town this material can be obtained from them. Individual soldiers also will loan you their souvenirs for such purposes. Border the window with small American Flags with either a large flag or solid sheet of bunting in back.

## Unusual Displays

¶ *Ancient Styles.* Make a list of old people who trade at your store. Ask them if they have stored away any old clothing which they wore while in their youth. Explain that you

wish to make a window display using their garments to show the styles of that period. Many people have wedding clothes, etc., stored away which they will gladly lend you on assurance that they will be returned in good condition. Ask them diplomatically if they object to you placing a card in the window stating that the clothing is their property. This search will bring forth a lot of good material for interesting window displays which will be of local interest.

¶ *Interesting and Instructive.* The average person is not familiar with spontaneous combustion therefore a crowd-drawing window display can be made with the following: Take a syrup, oil or other metal can or box and cut out one side, which is placed in your window at its front. Then take three rags, saturate them with linseed oil and wrap them loosely in a dry rag. Place the rags in the can in the window and within a few hours the rags will become a smoldering mass, ready to burst into flames. Place a large sign in the window calling attention to the display and asking the reader to inquire the cause of the ignition. Merchandise can be displayed in the window but care should be taken to place inflammable articles at a safe distance.

¶ The principle of the combustion is that linseed oil is fast-drying and when finely divided on a cotton cloth large quantities of oxygen are absorbed. This naturally causes heat. The outside cloth holds this heat until the temperature become so high that the cloth burns. Such a display has a citizenship value as it tends to emphasize the danger of fire through carelessness and ignorance.

## Good Idea for May

¶ This suggestion will enable you to bring a "May Atmosphere" into your store through a Maypole counter. Build a pole onto an old square or circular table or counter. Wrap in May Pole style with long ribbon streamers, but stop the wrapping about 12 inches from the counter and spread the ribbons in fan style, each ribbon ending at a bin or pile on the counter. Goods at the end of ribbons should be either specials appropriate for May use or price reductions. Include mention of this "Maypole Counter" in your newspaper and circular advertising. This method of calling attention to May specials is a pleasant variation from the routine manner of handling them.

# 4 Big Reasons for B

## Why Wholesalers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is Manufactured by an independent company and is the highest quality that can be made in the present state of science.

2nd. Big 4 Naptha Soap is sold exclusively through legitimate, established wholesalers—never sold to or through desk jobbers, mail order jobbers or co-operative buying exchanges.

3rd. Big 4 Naptha Soap is not deleted to pay coupon and free sample expense; it is not loaded with national advertising expense which must be taken from dealers and consumers.

4th. Big 4 Naptha Soap is easily sold to retailers because (1) it is a full measure bar; (2) it gives universal satisfaction; (3) it is not slaughtered by chainstore and mail order price cutters; (4) it is not distributed free to diminish his sales.

**Wholesale grocers who find themselves in competition with desk handling many lines of soap for 1 percent, are invited to invest**

**Retailers who are being compelled to handle many lines of soap in and co-operatives are invited to ask their jobbers about Big 4 N**

# IOWA SOAP

**Manufacturers of High Gra**

**BURLINGT**

# ig 4 Naptha Soap

## Why Retailers Should Handle
## BIG 4 NAPTHA

1st. Big 4 Naptha Soap is of the highest quality, a full sized bar which enables the retailers to give customers their money's worth.

2nd. Big 4 Naptha Soap is not sold by chainstores, mail order houses and cutters who rely on cut prices to undermine independent dealers.

3rd. Big 4 Naptha Soap is not loaded with national advertising, free coupons and free sample expense which must be borne in large measure by the retailer.

4th. Big 4 Naptha Soap pays the retailer a reasonable living profit for his services as distributor, leaves him free to select the merchandise he wants to offer for sale and above all, the manufacturers never seek to diminish his sales by broadcasting coupons or free samples.

**obbers, mail-order jobbers and so-called co-operatives who are ate Big 4 Naptha Soap.**

**ompetition with chainstores and cutters employing desk jobbers ptha Soap.**

# COMPANY

**Laundry and Toilet Soaps**

# ON, IOWA

# Peter the Great

## Started at the Bottom and Worked Up

NOBODY DISPUTES IT. PETER THE Great, Tzar of Russia, was one of the greatest men that ever lived. No man ever accomplished so much working under such handicaps.

¶ Peter started at the bottom and worked up. At the age of 8 years he was heir to the throne, but his sister Sophia had no idea of relinquishing the power to him.

¶ At sixteen Peter started to organize an army and his idea of learning the business from the ground up led him to enter the ranks as drummer. He rose to be corporal, then to sergeant.

¶ At eighteen, Peter had army enough to chase Sophia out of office and her prime minister to Siberia.

### Worked as Carpenter

¶ When the average tzar gets the crown he does nothing but strut around the palace telling everybody what a great gazook he is and how the country would go to the bow-wows in case anything happened to his majesty. Usually they bend their engeries in tightening the screws on the people.

¶ Peter The Great lost no precious time in such antics. His idea of greatness was to find a job and get an education. Therefore, the Tzar of Russia knocked them all dead by going out incog and getting a job as carpenter on his merits as a wood-butcher.

¶ Peter had a passion for boats, but he didn't think of starting out as a skipper. Therefore, he enlisted as a sailor before the mast, scrubbed the decks, reefed the sails and scampered up the ratlines until he was qualified to command.

¶ Peter early learned that no man can give orders until he learns to obey orders. He divined that no man can run a business he doesn't know from stem to stem. He knew no man could sail a ship without knowledge of the ship from keel to topmast.

¶ Strange that Peter was obsessed with a passion for docks and ships and navies when he had no ports, no waters, no commerce. Most tzars situated as Peter was would have gone at the thing backwards, by conquering the high seas before they thought of learning ship building, but Peter had an idea that there would always be sailing grounds for the man who knew how to build and sail ships.

### "What Is Dat?"

¶ Getting men to run his government was easy for Peter. Finding a man who would go into the shipyards and learn how to build a seaworthy boat was infinitely more difficult. Prime ministers, diplomats, ambassadors were plentiful, but sailors who could reef the topsails in a hurricane were scarce. So Peter delegated the business of Tzaring to underlings and took upon himself the jobs that require brawn and brain, strength and courage, determination and heroism. He learned the business from the ground up. He explored every nook and cranny for knowledge. His eyes and ears were ever open. Every time an I. W. W. mentioned a new thing Peter horned in with "Wat is dat?" It made no difference to the Tzar who his teacher was. Rank was nothing to him. He wasn't seeking any man's opinion. He wanted facts. His quest of knowledge was constant, his thirst for facts unquenchable.

### Helped Himself to Seas

¶ While Peter was learning to build and sail boats he picked up considerable knowledge of commerce and merchandising. He now thought it time to gain access to the seas. Russia was then hedged in on all sides by Turks and Austrians and Swedes and Dutch. Was Peter discouraged? Not at all. While he was working as ship carpenter and learning to sail a ship into the teeth of a gale, Lefort, a Switzer, and Gordon, a Scotchman, were drilling the army.

¶ Having learned to obey, Peter now felt competent to command. So he took charge and helped himself to the port of Azof on the Black Sea. Next he had a run-in with Charles XII and his Swede warriors. In this scrap Peter got the worst of it, but he smilingly said, "I knew Charles would lick me, but he will teach me how to win. Give Charlie rope. He'll hang himself."

¶ And Peter was right. Charles XII tried to cover too much territory. He got swelled up and followed Peter into the interior. Winter came on, caught Charles short of grub. Then came the Cossacks on his flanks like ravening wolves and spring found Peter in possession of the Gulf of Finland.

### The Greatest of the Great

¶ When in England Peter was shown the Bench and Bar, with its wigs and gowns, its red tape and legal verbiage.

¶ "There are but two lawyers in my dominions," said Peter, "and I'm going to hang one of them as soon as I get back."

¶ That utterance stamped Peter the greatest man that ever lived. No one before nor since has so concisely shown his contempt for lawyers. He doubtless foresaw that too many lawyers would make outlawry lawful. Had Marcus Aurelius been as great a patriot as Peter The

# ATTENTION!

## QUALITY GROCERS

**Quality Matches -:- Non-Poisonous -.- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

Great, Rome might even now rule the world. But Marcus Aurelius failed to hang his son Commodus and that fixed Rome and the Roman Empire.

¶ Peter did better. When he saw his profligate son conspiring with aristocrats to kill the Tzar and restore the standpatters to power, Peter took the precaution to hang the wild limb and thus prevented the profligate son from hanging the people.

¶ This much we have written to point a moral. It is this:

¶ If you would be great and leave your impress on the ages you must start at the bottom and learn the business from the ground up.

¶ Thinking you are great don't make you great. No man is born great. Those who are called great have risen by hard work and close application, and the harder the work the higher the rise. So if you want to be great take off your coat, lay aside your dignities, and dig in, for truly your road to greatness must be cut by yourself, and to do that you must know how.

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# Advice on Creasey

## Don't Pay the Notes—Fight Him to a Finish—Don't Let Him Bluff You

THE EDITOR IS SWAMPED WITH letters asking advice as to paying notes given the Creasey Corporation in payment for Service Contracts. If we wrote to each personally it would take all of our time. So here is our advice in printed form.

### Don't Pay Creasey

¶ Our belief is that Creasey obtained these notes by fraud and deception. We do not believe Creasey has made an honest effort to carry out the contracts. We don't believe he ever intended to operate the branch houses promised by his paid liars when taking these notes. We know Creasey has failed in at least forty cities to keep the branches open. We know Creasey has closed two score of his boasted branches, moved away and left thousands of subscribers to hold the bag.

¶ Therefore we advise one and all NOT TO PAY CREASEY a dollar or a dime.

### Don't Be Bluffed

¶ Creasey will threaten to sue you. Let him sue. It will cost him something to file the suits and more to prosecute them. Let him sue. Then fight him to a finish.

¶ If you must lose your money, give it to a local lawyer to defend you. Fifty dollars will probably win your suit. That is better than paying Creasey $250.

### Fight To A Finish

¶ Creasey will hire crooked lawyers to browbeat you, to bulldoze you. Not one in ten of the shysters who take up Creasey's dirty work can win a case at law. If they were worth a damn they would not work for Creasey.

¶ Don't be bluffed or bamboozled by these shysters. An easy way to get rid of them is to tell them to go to hell.

¶ These shysters will not sue unless Creasey furnishes the expense money. Creasey has no money to spare. He is not given to turning loose. He doesn't send good money after bad. It is not at all probable that Creasey will dig down in his own pocket to finance these suits. And if he does and then gets whipped he is through.

¶ So stand on your rights and fight to a finish. The way our courts are now run you can "stall" until Creasey is dead and turned to dust. Twenty-five dollars spent with a half-honest lawyer will keep you from paying Creasey $250 and that is a good investment.

¶ Don't pay. Don't be bluffed, bulldozed or bamboozled. If sued, fight. Consign all Creasey letters to the waste basket or kindle the fire with them.

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## The First Requisite

GROCERS WHO ARE THINKING OF CO-operative advertising should see that plans are workable before they spend money for advertising space. The requisite in meeting chain-store competition is ability to meet the chain-store price.

¶ Then comes the strategy of advertising. Having the goods is of no avail if you can't get the news to the people.

¶ In our opinion advertising articles that are cut and slashed by every cutter is poor business. P. & G. soaps and substitutes have been used as bait so long that they no longer pull trade. The same can be said of Palmolive soap, Karo, Aunt Jemima Pancake Flour, Postum and several other lines.

¶ Why not let these lines rest awhile? Why not talk sense awhile? Why not talk quality instead of cutting the price? The world is full of better soap than Proctor's. Why not give the people the right steer? Why continue to hand out stuff that is 90% advertising when you can make money by selling an article that is 90% value?

# The Independent Line of PLAYING CARDS

**The Line That**
**PAYS**
**BETTER**
**PROFIT**
**to the Trade**

### Betsy Ross

Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf

A superior card for home and club play.

1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless

A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

### Midland Special

Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross

Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**

# Children Are Important Prospects

## Boys' and Girls' Clubs Are Developing Many Buyers

"IF YOU EXPECT TO BE IN BUSINESS for at least ten years more get your trade mark in the mind of the child. It will live there and your article will be a classic in the next generation," said Henry S. Chapin, Editor of the Educational Foundation of New York.

"The youngster who makes trips to the grocery for mother is the one whom advertising men should centralize upon. His running errands to the store makes many sales and the impression he gets influences his parents."

Farm children are particularly valuable prospects for many advertising lines. Nearly three-quarters of a million are members of boys' and girls' clubs. A Department of Agriculture Circular (25), giving a report of the work in Northern and Western States shows the opportunities for immediate as well as future sales to the farm boy and girl. For instance:

"Meal Preparation Clubs prepared and served 206,513 foods and 39,606 meals."

"The clothing club proved the most popular feature of club work. Enrollment in 1921 was 42,052. Reports show that 80,821 new garments, 436 hats, 24,537 household furnishings were made. In addition, 2,973 garments were remodeled and 39,411 garments repaired. Demonstrations included a practical clothing budget, garment construction, the selection and purchase of fabrics.

In Pima, Arizona, in place of the silk garments commonly seen, a plan was worked out to cut down the garments to good washable fabrics. One dealer here reported a sudden demand for street shoes with military heel and a corresponding falling off in demand for shoes with French heels."

"In Iowa the girls made a special study of color combinations, appropriate undergarments and healthful footwear."

"In home improvement the 'own-your-own-room' clubs made reasonable growth. Household furnishings totaling 25,000 were made by girls.

More extensive are the calf, pig, corn, poultry, etc., clubs, participated in by both boys and girls."

Approximately 1,500 boys and girls attended the International Live Stock Show this year, representing every State. Each had their expenses paid by winning the club prize in their community.

Club work of this sort has stimulated the natural interest of the boy and girl in farm work. It has made them more attentive readers of every department of the farm paper. In their own department, "Boys' and Girls' Club Work" they find a specific interest.

Advertisers today reach farm children through the farm papers. Among them they find many present prospects, besides reaching the buyers of tomorrow.

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## Speeding Up Business with Windows

Here is the interesting experience of an Indianapolis druggist doing a modest neighborhood business. He put a display of a certain hair restorer in his window, using the hanger and other display material which is supplied free by the manufacturer. There was no other salesmanship employed in selling—just the attractive window. This was the result:

### $500 in Sales

Passersby, seeing the goods in the window, developed into customers who bought thirty-eight dozen of this product over the counter. This meant over $500 rung up on the cash register, over 200 of these dollars being sheer profit.

All this absolutely without effort other than wrapping up the goods and taking in the money. How many other lines do you handle which would bring in such generous returns? If all drug specialties netted such a profit you would soon be rich.

### Proves Three Points

*Point No. 1.* That attractive window displays are one of the most forceful sales agents that any dealer can employ. Let people know you sell it, whatever it is, and they'll quickly come in to buy.

*Point No. 2.* That prestige is another forceful selling medium. The hair restorer in question has been made famous in two ways: first, by years of impressive advertising, the truth of every statement made backed by a convincing free trial offer, the success and satisfaction of hundreds of thousands of satisfied users.

*Point No. 3.* That the use of hair color restorers is greatly on the increase. Old-time secrecy is done away with and users ask for restorers just as openly as they will for cold cream, powder and rouge. Your need is a reliable product which you can recommend, and good advertising (using newspapers and windows.)

# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

*A Good Advertisement for your Store.*

*Just the thing where Competition is keen.*

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day George Washington's Birthday Easter Halloween Christmas
Valentines Day St. Patrick's Day Patriotic Days Thanksgiving Day Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

# Suggestive Selling Boosts Sales in Chicago Store

*All clerks are instructed to make "multiple sales" to patrons who ask for single items, by calling attention to the saving effected by quantity buying. This policy is piling up new sales records every month for Buck & Rayner's store on the busiest corner in Chicago's "Loop" district.*

Buck & Rayner's drug store, at State and Madison Streets, Chicago, Ill., has, according to an article that recently appeared in the *Retail Ledger*, found a most effective way of increasing its volume of sales—by encouraging suggestive selling among salespeople.

"Our aim is to increase our business by every legitimate means," says Manager Rheinfranke, "and suggestive selling is, to my mind, one of the very best ways."

A good salesman can do a lot with a customer, it has been found, not only persuading him to buy a number of articles that he really had no intention of purchasing when he entered the store, but also increasing the volume of sales by suggesting larger quantities, and three, six, and twelve item lots.

For instance, a woman comes into the Buck and Rayner store and asks for a bottle of La Voris at 89 cents a bottle. They get $2.54 for three-item lots, however, and this is one way in which the clerk can practice suggestive selling —by suggesting the saving of money.

Suggesting tooth paste, or powder, when customers buy a toothbrush, cold cream when they buy face powder, and so on, is another good way.

The sales check used by Buck & Rayner is, to a great extent, the guide and director of business policy. This is divided into two sections, certain purchases being entered above the line and others below. Everything written above the line is standard merchandise that people call for—articles that are advertised and that do not require a great deal of effort to sell. These, of course, are short profit merchandise, on which only a small commission or "P. M.," can be paid.

Long profit items, controlled lines, and the store's own goods are placed below the line, upon which a much larger P. M. is paid. Merchandise, the sale of which carries a double P. M., is also written below the line with an "X" before it.

Checks are all written in duplicate and the original checks, which the cashier retains, are used to audit the daily sales. From these, the auditing department is able to tell every night the number of sales made that day, the total amount of sales, the P. M.'s every day and the same information to date for the month.

The duplicate check is handed back to the clerk, who retains it as a receipt that merchandise has been paid for. These duplicate checks are used for many purposes.

In the first place they enable a check to be made by investigators, thus eliminating the possibility of a salesman's desire to win P. M.'s overrunning the bounds of honesty. Again, they are sorted out to determine what percentage of sales are cathartics, dentrifices, etc. Through them it is possible to obtain a definite knowledge of the class of merchandise sold.

Contests are put on for the salespeople, in which special bonuses are paid in proportion to the sales made. Usually the winners are paid in money, but in some instances the high man and woman are given an afternoon off, with tickets for a matinee—a method of reward that promotes friendliness among the help.

An excellent example of the power of suggestive selling is represented in the sales checks shown above.

A man called at the Buck & Rayner store for the purpose of purchasing a Gem razor, specially priced at fifty nine cents. Before he left the store he had purchased $8.35 worth of merchandise, some of the suggested items being above the line and some below.

Every one in the Buck & Rayner organization sells on a commission basis. If sales are not up to quota, it will be found that the clerk has failed to suggest "threes" and "sixes," larger sizes, or the sale of companion items to the one asked for.

Each salesperson is given a list of items covering sales by suggestion, with the price of the individual item, and also of three, six, and twelve item lots. So, when a clerk goes to get the individual bottle or jar, he can glance quickly at this list and then inform the purchaser: "We are making a special price of so much on purchase of three bottles." If the customer happens to be buying three bottles, or three jars of anything, the clerk can indicate to them the saving they will net by buying a half dozen or dozen items.

In this way, and through the application of the principles of suggestive salesmanship, Buck & Rayner's is establishing new sales records practically every month.

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## Jumbo Sundae

In a sundae dish place a dipper of chocolate ice cream and pour over it one half ladle of caramel and a little heavy chocolate syrup. Top with chopped peanut clusters and finish with whipped cream. Sells for 25 cents.

# Value of Proper Lighting for Your Display Windows

*From the standpoint of making the window command attention and stand out from other windows, the amount of properly distributed light is a most important factor. Herein is pointed out some fundamentals of store window lighting that, if observed, will help attract attention to your store. To C. E. Weitz, Engineering Department, National Lamp Works of General Electric Company and to "The Supply Dealer" we are indebted for what follows.*

It makes little difference what the display in a window features, if the lighting is faulty, or not up to standard, the store will not get the greatest benefit from its display windows. The modern store is introduced by its window displays and light must be depended upon for a favorable introduction. Most stores put a high value on their display windows and rightfully so because it is estimated that from 30 to 50 percent of a store's sales are made through its display windows. Let us analyze window lighting and determine the effect of properly lighted display windows in a practical way.

The display windows are in effect a stage where the merchant may compel attention by varied and colorful appeal. Properly handled they serve not only to attract attention to the merchandise, but also to create a favorable impression of the store itself. The effectiveness of the window is dependent upon the illumination both from the standpoint of permitting the display to be examined, and from the manner in which a brightly lighted window will assert itself to the passer-by.

The most important principle of good lighting whether applied to the show window, store interior, factory, or home, is that all bare glaring lamps should be shielded from view. Altogether too frequently we see bare lamps hung on drop cords doing duty as the window lighting system. Such a condition cannot call attention to the goods on display because the glare from the lamps dominates and repels scrutiny of the merchandise.

From the standpoint of making the window assert itself and command attention, the amount of light, properly distributed, is of prime importance. It has become an established fact that within reasonable limits, the more brightly lighted a show window, the greater its attracting power or attention-getting value. And it is from the attention-getting worth of a window that its real profits are measured.

Naturally the location of the store has a great deal to do with the actual amount of light which should be used. This will depend to a large extent upon the character of the street lighting and whether the neighboring store windows are well-lighted.

### Fundamentals of Good Lighting

Good window lighting involves a few simple fundamentals which everyone can understand and apply.

*First—The light should be concentrated upon the goods on display without loss of light upon the sidewalk;*

*Second—The light should come from sources concealed from view from the street. The observer should be unconscious of the lighting;*

*Third—The light should be evenly distributed and generously applied if the window is to have an attractive appearance, and to command attention.*

To state these principles in a more practical way would be to say that good window lighting is simply a matter of proper reflectors, properly

CLOCKS

ALARM
WALL
HALL
MANTLE
CHIME

**The largest exclusive Clock Jobbers. Complete line of new 1923 Alarm Models—Tom-Tom, Tiny-Tim, Tat-Too and Ti-Tan**

**F. W. JANSEN CLOCK CO.**

215 W. RANDOLPH STREET - - CHICAGO, ILL.

located, and equipped with lamps of adequate size.

It has already been mentioned that the windows can be neither effectively nor efficiently lighted by bare lamps. Certain windows—usually open backed construction—on the side streets and in districts where the competing illumination is subdued may make use of several lighting units in the window of the same type as used throughout the store. This method, however, is open to objection because it does not allow a very flexible control of the window lighting and, in addition, such units must be hung some little distance back in the window and the direction of the light falling upon objects on display may be such that the front of the objects are in shadow.

It is usually best to install regular show window reflectors of either the prismatic or mirrored glass types. Such window reflectors are designed for show window use and are of such a shape or contour that the greater part of the light is directed to the display and very little is lost upon the street. They are available in several shapes to provide correct distribution of light for either deep or shallow windows. Care should be taken to choose that particular type which will most effectively distribute the light according to the window proportions. Very interesting effects can be obtained by the use of a spotlight unit, and a window should be provided with extra outlets for attaching the projector when desired.

### How to Install Show Window Lighting

The test of a good window lighting installation is efficient distribution of light upon the display without loss upon the street, and without glare from exposed lamps. The usual practice is to locate outlets at regular intervals along the window front, and sides where the windows are deep. The actual spacing and size of lamps used will depend upon the illumination requirements. In the better grade of windows a 12-inch spacing is very common. A spacing of more than three feet between reflectors will not, in general, give satisfactory illumination. In practice, then, the spacing usually falls within the range of 12 to 36 inches, with a spacing between 18 and 24 inches in the majority. Outlets should be available for the use of a spotlight or floodlight projector where desired. When sufficient outlets are once installed in the window, the illumination can be varied at will by manipulating the size of the lamp used, or by arranging the lamps on two or more circuits so that alternate lamps may be turned on and off. A curtain or valance should always be used to conceal the lighting units from view from the street.

### Color in Window Lighting

The possibilities of colored lighting for increasing the attractiveness of display windows are so great and the applications are so varied that only a suggestion can be included here. Colors are attractive. They command attention. Their application in display lighting is practically new, since simple, convenient color-lighting equipment is only a recent development.

For the ordinary display of merchandise in a window, the use of an abundance of uncolored light is most effective and allows the goods to be examined with ease and surety. If, however, the window is decorated and trimmed to create the impression of a certain setting, to depict a special scene, or seasonal atmosphere, color may be introduced very effectively to harmonize with and to embellish the display.

Where color is to be used in window lighting, it is quite important that the background be especially designed to harmonize with the colors in the particular display shown, or that it be of a light neutral gray tone which will harmonize with any color of display and any color of light.

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

The simplest use of colors is to flood the window with tinted light such as orange, amber, green, light blue, or rose, depending upon the character of the display. However, the more artistic effects are to be obtained by the use of two or more colors from different directions. This creates striking, colored shadows. Delicate tints can be obtained by combinations in various amounts of pure colors and white light. In any setting a particular article can be featured and brought into prominence by the use of the spotlight. Countless possibilities will immediately suggest themselves to all who will make a study of window decorating. The effective use of color, however, demands a good system of window lighting equipment and sufficient outlets, which will permit easy control of the variations of light intensity, direction, and colors that are desirable.

### Keeping the Lighting Equipment Clean

Although this article has been confined to lighting the windows, whatever may be said regarding keeping lighting equipment clean holds for both the interior and the window units.

Dust and dirt, collecting on the reflectors and lamps, soon reduce the efficiency of the units, and, unless the units are given frequent attention with soap and water the illumination will be greatly impaired. Just how much light is absorbed by dust and dirt on reflectors and lamps depends upon the location and the frequency of cleaning, but it is not unusual to find that a few weeks' accumulation of dust and dirt upon the lighting equipment has cut down the useful light to one half or even one third that received when the equipment was clean.

It will readily be seen that this is very wasteful and is equivalent to having the lighting rate boosted to a corresponding degree. It is not only unsightly and wasteful of light, but you are losing the advantage and profit which comes from an attractively lighted store.

For all pricing purposes

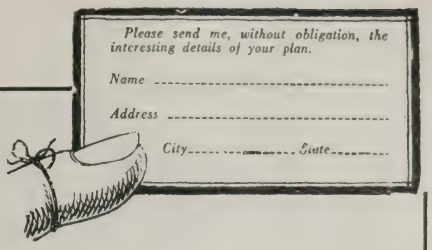
**USE cMc PRICE CARDS**

*Seven Styles*
40c per 100 up

Catalog and Samples FREE

**H. Carnell Mfg. Co., 1824 Cedar Ave., New York**






# A Money-Making Coupon

IF you have an extra foot or so of space for a Continental Display case you can make it pay you 75 percent profit. Every person who enters your store spends $4 to $6 a year on necessary jewelry. Why don't you get this trade—you can, without added expense.

Jewelry has a universal appeal. Few can pass the Continental Display without admiring and buying some of the beautiful items it contains.

Merchants who send in the coupon will learn how extra profit can easily be made on a small investment.

**The Continental Jewelry Company**
**1920 Euclid Ave., Cleveland, Ohio**

*Continental Jewelry*
*Expresses Your Individuality*

## Value of Reputation

*Charles Phillips*

WHO SHALL ESTIMATE THE COST of a priceless reputation, that impress which gives this human dross its currency, without which we stand despised, debased, depreciated? Who shall repair it if injured? Who can redeem it if lost? O, well and truly does the great philosopher of poetry esteem the world's wealth as "trash" in the comparison! Without it gold has no value; birth, no distinction; station, no dignity; beauty, no charm; age, no reverence. Without it every treasure impoverishes, every grace deforms, every dignity degrades, and all the arts, the decorations, and accomplishments of life stand, like the beacon-blaze upon a rock, warning the world that its approach is dangerous, that its contact is death.

¶ The wretch without it is under eternal quarantine; no friend to greet, no home to harbour him. The voyage of his life becomes a joyless peril; and in the midst of all ambition can achieve, or avarice amass, or rapacity can alter, he tosses on the surge, a buoyant pestilence. Oh, let me not degrade into the selfishness of individual safety or individual exposure this universal principle; it testifies a higher, a more ennobling origin.

¶ It is this which, consecrating the humble circle of the hearth, will at times extend itself to the circumference of the horizon, which nerves the arm of the patriot to save his country, which lights the lamp of the philosopher to amend man, which, if it does not inspire, will at least invigorate, the martyr to merit immortality, which, when one world's agony is passed, and the glory of another is dawning, will prompt the prophet, even in his chariot of fire, and in his vision of Heaven, to bequeath to mankind the mantle of his memory! O, divine, O, delightful legacy of a spotless reputation! Rich is the inheritance it leaves; pious the example it testifies; pure, precious, and imperishable the example it inspires!

¶ Can there be conceived a more atrocious injury than to filch from its possessor this inestimable jewel, to rob society of its charm and solitude of its solace; not only to outlaw life, but to attain death, converting the very grave, the refuge of the sufferer, into the gate of infamy and shame? I can conceive few crimes beyond it. He who plunders my property takes from me that which can be repaired by time; but what period can repair a ruined reputation? He who maims my person affects that which medicine may remedy; but what herb has sovereignty over the wounds of slander? He who ridicules my poverty, or reproaches my profession, upbraids me with that which industry may retrieve and integrity may purify; but what riches shall redeem the bankrupt fame? What power shall blanch the sullied snow of character? There can be no injury more deadly. There can be no crime more cruel. It is without remedy. It is without antidote. It is without evasion.

¶ The reptile, calumny, is ever on the watch. From the fascination of its eye no activity can escape; from the venom of its fang no sanity can recover. It has no enjoyment but crime; it has no prey but virtue; it has no interval from the restlessness of its malice, save when, bloated with its victims, it grovels to disgorge them at the withered shrine where envy idolizes her own infirmities.

Editor's Note. The above being of all things most true, what moral wrecks and bankrupts are such men as Creasey!

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## "Pick Up" Bargain Table

Emies & Hanson, Davenport, Iowa, has a bargain "pick up" table in the center of the store on which are thrown odds and ends and accumulations, offered at a reduced price. Some of the items are of considerable value and in a busy store they constantly change from day to day. Besides cleaning up on odds and ends and dead stock it is good avertising for many folks watch this table closely.

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## To Help Keep Folks Interested in Your Store

Take a trip around town some Sunday, and in out-of-the-way places snap pictures of various things that are not apt to be too well known. For example, take one of a peculiar shaped tree that can be identified easily. Take another of an odd fence, or a telegraph pole leaning over. In other words, get out of the usual line of pictures. Have prints made of them and use as many as you wish pasted on a sheet of cardboard in your window close to the glass. Offer prizes to the person bringing in a photo of the same object, or if you do not wish to do this, use other methods, such as a written description as to locality of the pictures. Give one or more prizes for each discovery.

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*Certain stationery forms last from one to four years; don't order fresh supplies when there are several pages left in the old book or pad; don't use stationery forms for scratch pads.*

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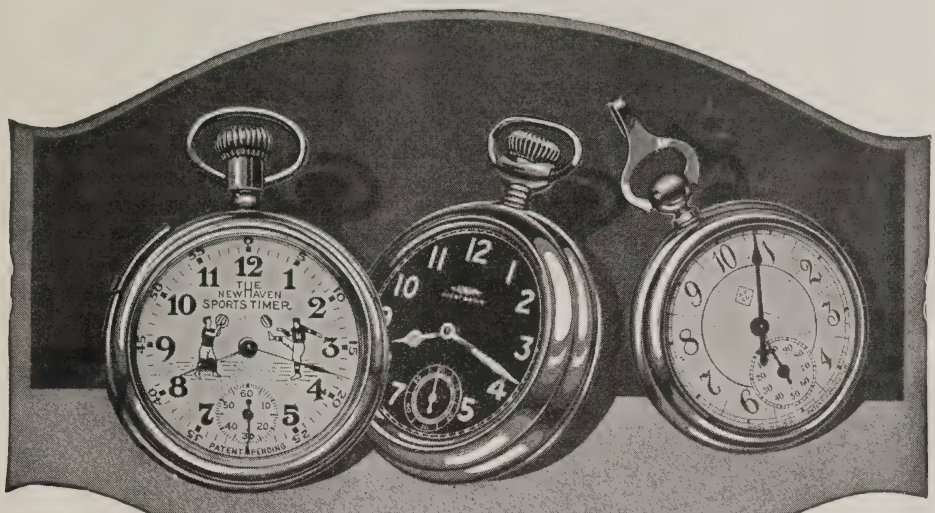
*TO BE PRECISE*

He went into a store to buy his friend a comb for Christmas. He was a Boston man and careful of his grammar and of other folks' gram-




# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

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### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

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### THE 100 MILE PEDOMETER

Wonderful instrument for recording the distance covered by walking. They go well when offered to Boy Scouts, Campfire Girls, hikers and many others. Just hang one on pocket edge or skirt band and it registers the miles up to one hundred. Adjustable to your stride.

**Retail Price, $2.50**

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***PATRONIZE YOUR NEAREST DEALER***

THE NEW HAVEN CLOCK CO.
EST. NEW HAVEN CONN. 1817

## Forcing Sales in Dull Periods

Every penny's worth of business got during the dull time adds just that much more to the year's total. Forcing trade when it is reluctant is by no manner of means going to detract from the amount of business that is going to be done when things loosen up. Some retailers seem to think they can loaf during the first two months of the year because they will get the business in the spring anyway, and the year's total is what counts. They are right in thinking that the year's total is what counts, but are wrong in the other thing.

## A Real Birthday Sale

A western merchant holds a real birthday sale once a year on the anniversary date when he began business. In this sale any customer who was born on the same date that the store was first opened, regardless of their years, is given an opportunity to save money, this being done through a simple system of discounts, which gives the customer 25 percent off on the first dollar's worth of goods bought, and 10 percent on the second dollar's worth of goods bought. On purchase amounting to $5.00 discount allowed only on the first dollar's worth.

No proof of date of birth is required of the customer, their word being accepted in the belief that few are dishonest in the matter.

## Aim to Increase Limit of Postal Indemnity

The maximum indemnity payable for the loss of registered first-class mail matter would be fixed at $500, under the terms of a bill introduced in Congress by Representative Griest of Pennsylvania. The present maximum is $100. It is contemplated by Representative Griest that higher fees might be proper for registry under the increased maximum and his bill, therefore, contains a provision authorizing the Postmaster General to fix such fees for registration as he may find adequate.

## Advance Buying

Future buying too far in advance is one of the outstanding problems of retailing and contributes in a large measure in many lines to increased operating costs. In its effect it adds to the problems of the wholesaler and manufacturer. In the latter case it contributes to the cost of distribution and is reflected in operating costs of manufacturing.

*Dating stock will prevent it from becoming old.*

*Dirt is a destroyer; keep stock in show-cases and on shelves clean.*


# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

**Olsen's**
**BASEBALL**
***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

**"OH-CHARLIE!"**
***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**
**3672 Milwaukee Avenue - - Chicago, Illinois**

# Don't Go Broke Figuring Profits Wrong

PRESTOLOG
(TRADE MARK REGISTERED)
PROFITMETER
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No 556
If cost is given by the case of one or more dozens set
the line showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT
6 doz. cost $14.40
that's 20¢ each
you want to make 20%
sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

***For Sale by***

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

# Beginning with January the "Mercantile Co-Operator" became

# Duncan's Grocery Searchlight

¶ The new name harmonizes with the editor's desires to throw the spot light of truth into the shady nooks in the grocery business. Pitfalls, skin-games, crookedness and confidence-destroyers will be mercilessly exposed.

¶ Don't miss an issue if you want to see what is beneath the veneer of misrepresentation.

¶ Don't miss an issue if you are honest with yourself and have a conscientious regard for your fellow grocers.

¶ Duncan's Grocery Searchlight will be edited for "thinking" grocers. Don't let your subscription lapse.

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**Date**.....

**Duncan's Grocery Searchlight**
**Waukegan, Illinois**

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# SEARCHLIGHT

DUNCAN'S GROCERY

$1.50 Yearly

Single Copy 15c

VOL. XIII | 20 S. Utica St., Waukegan, Ill. | No. 6


# *May, 1924*

## Chainstore Black Hand Must Go

WITH THE HELP OF thousands of independent grocery dealers Robert Duncan's publications have driven the Creasey chainstores to the brink of destruction and forever destroyed their power to loot small merchants.

¶ At the end of a three years' war on Proctor & Gamble because they favored cutters and chainstores we are victorious all along the line. They are glad to return their lines and give independents an even break.

¶ Now comes the war on the Chainstore Black Hand. They must go. We propose to publish every manufacturer who sells the chains direct. We are going to expose every manufacturer or jobber who gives the chainstores advantages over independent dealers. We will excoriate them, scourge them naked through the world, hold them up to scorn and ridicule as double-crossers until no independent dealer will handle their lines.

¶ So keep your eye on Duncan's Grocery Searchlight. In the June issue will appear a list of concerns now favoring chainstores.

¶ Get it, paste it over your desk, let it guide you in placing orders. The Chainstore Black Hand must go.


Entered as Second Class Matter at Waukegan, Illinois

# ATTENTION!

## QUALITY GROCERS

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**Wadsworth, Ohio**

# SEARCHLIGHT

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9 S. Clinton St.
CHICAGO

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# Double-Crossing Dealers

## Favor Chainstores, Abuse Army of Independent Merchants — Boycott Them—Drive Them to Decency

THE SPREAD OF CHAINSTORES is due wholly and solely to a bunch of double-crossing manufacturers. That's all there is to the chainstore business. The chains have been fed and fattened by a band of National advertisers who have sought to drive out wholesalers and compel retailers to handle their goods at a loss.

### Who Are They?

¶ Obviously the thing to do is quit talking about the disgusting chainstores and train your guns on the men back of the chains. Who are they? Well, here are some of them:

Proctor & Gamble
Libby, McNeill & Libby
Swift & Company
Postum Cereal Company
Sun Maid Raisins
James Kirk & Company
California Packing Corp. (Packers of Del Monte Brand fruits, vegetables and fish)
The Shinola Company
Aunt Jemima Pancake Flour
Armour & Company
Armour Grain Company
Three Minute Oat Flakes

### What To Do

¶ There are more of these snakes in the grass, but this is enough. Centralize on this cluster; obstruct the sale of their lines; bottle them up, compel them to sell exclusively to chainstores; invalidate their vast advertising campaigns; and you will make Christians of the whole double-crossing brigade.

### Sun Maid Raisins

¶ This outfit got too big for their breeches. When they thought they controlled all the raisins they shot prices sky high and treated grocers as though they were chattel slaves.

¶ A short time ago Sun Maid announced they would sell chainstores at jobbers' list. Retailers cancelled orders, jobbers did likewise. Now Sun Maid announces they will pack private brands for jobbers and chains. That means their advertising on Sun Maid Brand is a failure. It means they don't control the raisin crop. It means they are licked to a frazzle.

¶ Bottle them up. Another wallop won't do any harm.

### Kirk & Company

¶ This is the crookedest soap outfit in America. They have no policy, no morals, no conscience. For years they have made and marketed seven kinds of Castile soap not one of which contained a drop of olive oil.

¶ Recently their goods have been sold retail by chainstores at less than wholesalers must pay in car lots.

¶ An independent grocer with a particle of self-respect will not handle Kirk's soap.

### Proctor & Gamble

¶ This outfit openly sold chainstore units any number of cases at the 100 case price. This placed independents at the mercy of the cutters on P. & G. lines. They are now trying to return their lines to jobbers as a means of getting back to retailers. Don't handle a pound of their stuff until you can buy it as cheap as the chains.

### That Goes For All

¶ We can't tell all about this list of buccaneers in this article; but what we have said about Sun Maid, Kirk and Proctor & Gamble goes for the list we have printed above. All of them are selling chainstores at less than independent merchants pay. They are kowtowing to chains, giving them 10% to 20% better price than independents get. That's enough.

¶ Cut out the list. Paste it over your desk. Show it to their salesmen and ask them to call

again—when they can give you a square deal. That will bring them to their milk.

### 100% Distribution

¶ When you collar these chainstore birds they will whine, "We must have 100% distribution."

¶ Don't let them get away with that stuff. Tell them to get 100% distribution from the chains. That will fix their business.

¶ Some will tell you that you have to have their stuff. Tell them they are liars. None of them have a monopoly. Most of their lines have been cut until the cutters can't use them for bait. Tell them to reform their policies before they ask you for orders.

---

# More Creasey Juggling

## St. Louis, Kansas City and Seattle Houses Reorganized—Under Missouri Corporation—More Bunk and Balderdash

FOR SOME TIME we have been trying to unscramble some Creasey dope but the further we go the less we unscramble.

¶ Straightening out a Creasey scramble is work. The old Co-Operator has interjuggled and interscrambled his multitudinous corporations until the Devil himself can't tell head or tail of the mixup.

¶ Well, here is all we are able to report as to our unscrambling.

### Wholesale Grocer Joins Creasey

¶ It was reported to us that one William S. Thelkeld, who formerly was in the wholesale grocery business at Carmi and McLeansboro, Ill., sold out to some St. Louis interest, but we can't get any St. Louis jobber to admit buying Thelkeld out.

¶ Now we learn that Thelkeld is president of the Creasey Grocery Corporation with headquarters at Kansas City. And they do say the Creasey Grocery Corporation has taken over the St. Louis and Seattle branches of the Creasey Corporation.

¶ Wonderful. It beats all how Creasey passes the debris of these branches to and from the Creasey Corporation.

¶ A little while ago the St. Louis and Kansas City dumps were separate corporations. They failed. Creasey stepped in and took them into his junkyard Delaware corporation by trading worthless service contracts for the still more worthless stock of the local corporations.

¶ Now Creasey passes the remains along to the Creasey Grocery Corporation and throws in the remains of the Seattle joint.

### Doll, Robb and Larson

¶ Our information is that Thelkeld is president of the re-organized Creasey thing, but as we see three of Creasey's hirelings on the official roster we feel pretty safe in saying Thelkeld is a figurehead.

¶ C. M. Robb who has been mismanaging the Seattle joint for Creasey is Vice-President; Jesse A. Doll of Louisville, Ky., is Secretary-Treasurer, they say. And we hope he is, for he has certainly won a little recognition by doing Creasey's dirty work for many years.

¶ "Mr. L. A. Larson, Kansas City, is general manager," says one of our reports.

¶ The "Mister" part of this is a mystery to us. We know about a little grass widow by the name of Larson at last accounts, who has given the Kansas City branch petticoat government for several years; and therefore suspect that "Mister Larson" is a gal. But maybe we are wrong. The widow may have been transferred to Creasey headquarters or some place not more than a night's ride from The Hill of Content.

¶ Still we suspect this "Mister Larson" is a gal, as we said before.

### Creasey in Control

¶ Jesse Doll has been Friday to Robinson Crusoe Creasey for years. C. M. Robb has been a mere hireling. "Miss" Larson—the one we have in mind—was a very dear friend of Dad Creasey. So it looks as though the Creasey Grocery Corporation is 99.44% Creasey.

¶ Our reports agree that this new thing succeeds to the business of the Creasey Corporation west of the Father of Waters.

### All Balled Up

¶ One report says that "51% of the stock is owned by the Corporation and 49% by retail grocers who remained with the St. Louis, Kansas City and Seattle branches."

¶ Another report says, "The corporation is owned by stockholders, with no retailers holding stock."

¶ So she is all balled up. But the last tale suits the evidence best. The presence of Robb, Doll and Larson in office shows Creaseyites in control. The absence of retail grocers on the official list proves the retailers have no voice or vote in the latest fake co-operative. Thelkeld may or may not have some money in the concern, but the betting is 100 to 1 that Thelkeld doesn't control the Missouri baby.

¶ There's more to it but the further we go

the less we unscramble; so we'll chuck up the job and wait for the next transfer from Creasey to Creasey.

¶ Thelkeld will be left away out on the windswept prairie holding the bag while Creasey and "Miss Larson" drive in the snipe if he isn't careful.

¶ A man by the name of Sylvester made the mistake of financing the Madison, Wis., Creasey station. He now has the remains on his hands and the job of extricating his little nest egg from the Creasey entanglements.

¶ So our advice to Thelkeld is to keep his hand on his pocketbook and his good eye on Creasey. Otherwise he will do forty years in the co-operative wilderness and be yelling for somebody to help him unscramble his money from Creasey's.

# Just a Minute—Just a Minute

## Lightning Change Artist on Deck Changes Name in Jiffy

THE NATIONAL OATS COMPANY—pardon me—I believe they changed it to Corno Mills and then switched to Rich Cereal Company to get away from their reputation. Well, sir, I understand they are now operating under a new alias—The 3 Minute Oat Flake Company or something like that.

¶ By George! I'm going to have trouble keeping jobbers posted as to these prestidigitators. If I'm not careful they will load the jobbers up under one alias and sell the chains under another before I can get the warning notices printed.

### Look Out! Watch 'Em!

¶ What I want to say is that National Oats—Corno Mills—Rice Cereal—3 Minute Oat Flakes or whatever new name they may be going under when you get this is a slight-of-hand artist. Keep your eye on the pea, boys. They are making love to wholesale grocers and philandering with chainstores at the same time. Watch 'em.

¶ In my possession is a letter in which they say:

*It is of the utmost importance that we get 3 Minute Oat Flakes into other chainstores.*

### We'll Say So

¶ We'll say it is. From what we can gather they didn't get away with the short-weight package steal they attempted when they reduced the weight 12½% while advertising "a pound for a dime."

¶ That probably had something to do with changing the name again. But be that as it may they are urging salesmen to get chainstore business. And we can see where they need it and hope they get nothing else but.

¶ National Oats got such a rep with the trade that they organized Rich Brothers Cereal Company. After the Rich Brothers were made to walk the plank, they began operating under the name of Corno Mills and quickly got in dutch. So they are now operating under an assumed name—the Three Minute Cereal Company.

¶ To our way of thinking Three Minute Cereal is appropriate. They change it that often.

¶ Watch 'em. They may slip you a short weight package and change their name before you can say Jack Robinson with your mouth open.

¶ It may be well not to let them pack your private brands as they might delete the package or change the name, as we are informed they threatened to sell a jobber's labels to the highest bidder in case he didn't step lively and place orders.

¶ A short cut out of all these changes can be taken by saying, "Sell it to the chainstores."

## Kroger Grocery Chain Absorbs Child Stores

THE NUMEROUS ABSORPTIONS AND consolidations that are reported from the chain grocery field seem to indicate that the rush to form and open new chains has not been as successful financially as the promoters anticipated. Another absorption has just been announced in which the Kroger Grocery & Baking Co., of Cincinnati, has taken over the Child's chain of stores operating in Indianapolis and other Indiana cities.

¶ The Child chain comprises seventy-two stores and will extend the Kroger system chain from Indianapolis to St. Louis. The latter concern now operates close to 2,000 stores, being second in size to the Atlantic & Pacific chain which has something over 8,000 stores.

¶ The Kroger plan of operation will be carried out in the new stores. The amount of money involved in the deal is not stated.—*Commercial Bulletin.*

¶ Note: The above proves conclusively that chainstore operation is not profitable. It is by just such recognition and refinancing that chains keep on the map.

¶ Piggly Wiggly is in bankruptcy with endless litigation on its hands; Childs has disposed of his stores; Thompson quit because there was no money in it. Pretty soon the chains will be like Armour & Company, loaded with debris. Then will the independents fall on them and finish the wreck.

# The California Black List

## Very Incomplete But Good As Far As It Goes

THE GROCERS' ADVOCATE published by the California Grocers' Association, carries a list of 18 concerns which sell direct to chainstores at jobbers' list and thus places independent grocers at a big disadvantage.

¶ While the Advocate does not name this list, the suggestion is that these concerns are blacklisted and should be boycotted by independent grocers.

¶ We second the motion and demand the ayes and nays. Any concern that sells direct to chainstores at jobbers' list should be blacklisted and boycotted by independent jobbers and retailers. Their sales should be confined strictly to chainstores until such time as they will give independents an even break with the chains.

### List Incomplete

¶ The California Blacklist however is very incomplete. What is worse we believe editor Connolly knows it is not a full list of double-crossers. He must know that Proctor & Gamble give chainstores the 100 case price on any quantity. Why did editor Connolly not put Proctor & Gamble on his Blacklist? Is it because P. & G. sell the buying exchanges which constitute a big part of Mr. Connolly's support?

¶ Then there is Aunt Jemima Mills which complained to the Federal Trade Commission when Trade Register objected to Aunt Jemima flirting with the Creasey chains. Why isn't the black gal blacklisted?

### Halt! Who's There?

¶ A few weeks ago the Grocers' Advocate carried the news that the California Packing Corporation would sell direct to the Los Angeles chains. We see Del Monte brand being sold by Skaggs and the Chainstore Blackhand. We know the chainstores and buying exchanges get an inside price on Del Monte. Why doesn't Mr. Connolly blacklist Del Monte? Is it because his buying exchange members get the best of independent grocers on Del Monte?

¶ We could name twice as many double crossers as are on Connolly's blacklist, but the above-mentioned trio—Proctor, Aunt Jemima and Del Monte are glaring examples known to Mr. Connolly and we venture to request that the Advocate editor list all or none.

¶ Here is the way Editor Connolly publishes the list.

### Here Is the Discrimination

"Manufacturers who sell chain stores direct at jobber's discounts and discriminate against the independent retail grocers who constitute 80 percent of the distribution throughout this country, as well as discounts they allow chain stores, we quote below:

OLD DUTCH CLEANSER—$2.90 a case, less 2 percent.

DROMEDARY COCOANUT & DATES—15 percent, less 1 percent.

WM. UNDERWOOD & CO—Fish, 15 percent, less 1 percent. Meat, 12 percent, less 1½ percent.

BON AMI CO.—12½ percent and 1½ percent for cash.

BURNHAM & MORRILL CO.—12½ percent and 1½ percent.

VAN CAMP PACKING CO.—10 percent, 2 percent and 1½ percent.

SHINOLA CO.—10 percent and 7 percent.

PALMOLIVE SOAP—$9.50, less 2 percent.

SUN MAID RAISINS—9c package, less 2 percent.

LIBBY, McNEILL & LIBBY—Discounts ranging from 10 to 15 percent and 2 percent for cash.

HERSHEY'S COCOA COMPANY.

H. P. SAUCE COMPANY.

LEA & PERRIN'S SAUCE.

WRIGLEY'S GUM.

VAN CAMP'S SEA FOOD COMPANY.

RED WING GRAPE JUICE CO.

CALIFORNIA LIMA BEAN GROWERS.

CALIFORNIA FIG & PEACH GROWERS.

### Needs Explaining

¶ The above list can be improved by explaining. Libby, McNeill & Libby is 100% Swift & Company and one of the worst outlaws in America.

¶ Red Wing Grape Juice is part and parcel of the bankrupt Armour & Company—another Big Five segment.

¶ Sun Maid Raisins, California Lima Bean Growers and California Fig and Peach Growers are three of the so-called famous co-operative marketing combines now tottering to their fall.

¶ Mr. Connolly has not shirked in blacklisting these three California combines. For these small blessings, oh! Lord, make us truly thankful.

---

¶ We are told Mr. Thelkeld "bears a good reputation at Carmi and McLeansboro, Ill."

¶ Let us hope the same can be said for him after he emerges from the Creasey Grocery Corporation. If he can get out of the Creasey company with any part of a good reputation he will be a nine day wonder.

# Duncan and Chainstores

## Creasey Makes Last Desperate Move—Lie Downed Instantly

IN THIS ISSUE of the Searchlight is a letter from a Creaseyite in Jacksonville, Florida, asking, "Who is paying you, the chainstores or the jobbers?"

¶ Were it not for the fact that the poor simp is acting under instructions from L. L. Creasey, I would not dignify the fellow with a reply. But as I know this is the last desperate attempt of Creasey to loot grocers by claiming the chainstores are backing this paper, I will demolish the ignoramus and knock the last prop from under old Creasey.

### Creasey a Living Lie

¶ If Creasey or any one connected with the Creasey Corporation ever told the truth I have not found it out. He is a nice man to accuse me of being subsidized by chainstores when he has for years advertised "The Creasey Corporation is the largest chain of wholesale grocers in the world."

### Pot and Kettle

¶ When Creasey says anything against chainstores it is a clear case of the pot calling the kettle black. Creasey not only boasts of conducting a chain of wholesale stores but actually tried to organize a chain of retail stores to compete with his victims. That's the truth about Creasey and chainstores.

### On The Other Hand

¶ Duncan has fought chainstores at every turn and is at this present moment pouring shot and shell into them. No other publisher in America has so mercilessly flayed manufacturers who give chainstores the best of it. Did I not ride Proctor and Armour to the ends of the earth for favoring chainstores?

¶ Of course no man with a thimbleful of brains will listen to Creasey's lies one moment. Only the ignorant grocer can be led into the Creasey trap by such ribald lies. Creasey knows full well that my publications are the unrelenting enemy of chainstores, chain banks, chain co-operatives and all other unnatural monsters which aim at control of business by using lawless blackmailing methods. Of course he knows it; but he is just crook and liar enough to fleece poor ignorant grocers by telling them he is helping them fight the chains.

¶ Any old lie—any old fraud—to get what little money these miserable creatures have. That's Creasey.

---

# What Peddlers Like

## How to Beat Them at Their Own Game

TO BE NOTHING, say nothing, do nothing. It gets results every time, never fails. Tea and coffee peddlers owe their success largely to the say-nothing, do-nothing policy of retail grocers who have seen the peddlers clean them of the best paying business without a word of protest—without making an effort to teach the women that the brummagem premiums given by peddlers can be bought for a little of nothing.

### Get Busy. Do Something

¶ It is time retail grocers went to work to expose the peddling game. "What can we do?" I'll tell you. You can chase every dog wagon off your territory. How?

¶ Well, first of all the grocer must quit selling stale coffee. He must learn that coffee is perishable and sell it within 40 days after it is roasted.

¶ Secondly, he must show his customers that the peddler premium is not free goods. How can he do this? By giving the same premium on less goods. That's how.

¶ The peddlers have educated a lot of people into wanting premiums. Retailers who have suffered loss of business through the peddler scheme should now go into the premium business and get the full benefit of the peddler propaganda.

¶ Think it over for a minute. Get a nice premium and take advantage of the state of mind.

¶ It is a game that any one can play. Why leave it to the peddlers?

---

## A New Mustard

¶ Mustard Products, Inc., of Brooklyn, have announced that they have perfected a new mustard formula which will prove more acceptable to the average American Taste than any heretofore brought out. They state that due to its new natural flavor—it is in a class by itself, not as hot as the English and not as flat as the German style mustard—and that it is so different it will make its own pathway in the condiment field.

¶ Wm. T. Butler, Director of Sales, is personally in charge of the plans for the exploitation of "Millers Mustard," as it has been christened.

# Chamber of Commerce & Chainstores

## Booklet Time-Worn Drivel—Chains Probably Back of It

"Chain organizations are certain to increase and to grow as long as the average managing ability of independent store managers is lower than the organized ability of chain organizations and as long as the buying power of chains gives them the advantage over independent stores."

SO SAYS MR. NYSTROM in a booklet reprinted by the Chamber of Commerce of the United States, and which can be had for the asking.

¶ That stuff had whiskers on it in 1890. It runs along the same line of the propaganda recently put out by the Saturday Evening Post. Also it smacks of Swift and Armour. The whole argument is that chainstore managing ability is above that of independent merchants.

### A Lame Lousy Lie

¶ It is not so. Brains are not necessary in the conduct of chainstores. The sales forces of most chains don't average in intelligence up to thirteen years of age. There is no personality, no affability, no magnetism in the chainstore clerk. Mostly they are apprentices who know enough to read the price tags.

¶ The editor has talked with several hundred chainstore clerks. Not one has he found to know anything of quality. I asked ten, "What is copra?" Not one could answer the question. I asked six, "What is cream of tartar?" They didn't know.

¶ Not one of the sixteen could tell what oleomargarine was made of. Not one could name two kinds of black pepper or explain how white pepper is prepared.

¶ Since the Chamber of Commerce of the United States has gone to so much expense in bolstering the chainstores, we would like to ask, "Who constitutes the Chamber of Commerce? Who are the members?"

¶ Our understanding is that the Chamber is largely Big Business men—monopolists who fatten the Saturday Evening Post with ads. We have heard that the Big Five packers are members. What we would like to know now is this:

¶ Is the Chamber dominated by Sun Maid Raisins, Postum Cereal, Proctor & Gamble, California Packing Corporation, Swift, Armour, Wilson, A. & P. Stores and the Chainstore Association?

¶ Since the Chamber has taken upon itself to revile a million independent merchants who have built up the gigantic commercial structure of America, perhaps they will publish a roster of the membership. We can then draw our own conclusions as to why the Chamber rushes to the defense of the chainstores.

¶ A few years ago Sears-Robuck threatened to monopolize the mail order business and concentrate the business in Chicago. We heard the same sing-song about "managing ability" and "buying power" then that we are hearing rehashed now. The mail order houses had all the brains, so they said. The fact is they had *no brains*. All they knew how to do was to sell sugar below cost to hook backwoods rubes on long profit junk.

¶ Presently they were selling only sugar and the carrying charges made that too high. Then the mail order houses commenced opening branches. This brought them in conflict with big department stores who made it hot for them in dry goods, clothing and furniture. The grocers sold sugar so close that it was no longer good mail order bait.

¶ Then came the chainstore grocers and took over the mail order business on Nationally advertised food stuff. So the mail order houses are on their last legs.

¶ Montgomery Ward & Company went into "polite bankruptcy" three years ago. By a system of juggling finance Sears-Robuck has managed to keep going but their days are numbered. They found that you can't fool all the people all the time.

### Chains Up Against It

¶ These monstrous combinations can go just so far and no further. The very moment they get on the toes of independent merchants they will need the Saturday Evening Post and Chamber of Commerce to help them drive the Raisin Trust into giving them better prices; and when the Raisin Trust yields to their demands they will lose so many independent orders that they will go broke, which is what they have already gone and done.

¶ The chains were not content to drive out retailers—they declared war on wholesalers. Manufacturers understand that they will be next to feel the weight of chainstore pressure. The chains have overplayed their hand; they are at the height and ready for decline. It but remains for independents to keep the screws on them. Confine the sales to chainstores on lines sold direct to chains. Invalidate the advertising of every manufacturer who gives chains the best of it. Obstruct the sale of Sun Maid Raisins, Del Monte, Postum Cereal, P. & G. lines, Kirk's Soaps and every other concern that gives chainstores the advantage of lower prices.

¶ That will bring these fellows to their milk. When they can't get 50% distribution their advertising will go to seed. Then the chains will lose all interest in their lines.

# All is not Gold That Glitters

FROM TIME IMMEMORABLE SCHEMERS, Get-Rich-Quick and Confidence men have dangled before the eyes of their intended victims something as "FREE" and the unsuspecting public often swallowed, hook, line, sinker and all, only to find out too late that they had been victimized by the guilable speech of a smooth-tongued salesman.

¶ The disguises of these schemers changes from time to time, but the ultimate result is usually the same—the victim is fleeced, victimized and plain humbugged.

¶ Right now the tea and coffee peddlers are roaming throughout the land, praising and flattering housewives, smiling on their intended prey, only to sting their victims at every possible opportunity.

¶ They go to the homes of their prospective victims like a wolf in lamb's clothing. At the first interview they offer the housewife a FREE gift, but attached to this gift is an iron clad contract which forces the housewife to buy a certain amount of merchandise, regardless of inferior quality or high price.

¶ Once the premium or free utensil is in the home, there is no way out of such a contract, until the "pound of flesh" has been extracted by the tea and coffee wagon peddler.

¶ The utensil that is offered as "free" is, as a matter of fact, the most expensive item ever brought into the home.

¶ The premium itself is of such little value that quite often you can buy it at the five-and-ten-cent counter. But, oh! what a price the housewife pays when she accepts the "free" item.

¶ *The Kentucky Grocer* has investigated this subject with surprising results:

¶ The test below was publish in our January number and compares item for item—quality for quality, of actual purchases from a local peddler concern and the same goods bought at a reliable grocery store. This office now holds this proof for the inspection of any grocer who calls.

¶ This table tells the truth in a forceful manner. It proves the folly of trying to get something for nothing. It further proves that "something for nothing" is usually a very expensive item because, attached to the "free" item, are certain conditions that make a cost which is usually ten times the value of the item received.

| | Peddler's Price | Grocer's Price |
|---|---|---|
| ½ Lb. Sweet Chocolate | $ .30 | $ .20 |
| 1 Bottle, 2½ oz. Vanilla Extract | .45 | .25 |
| 1 Bottle, 2½ oz. Lemon Extract | .45 | .25 |
| ½ Lb. Cocoa | .25 | .20 |
| 8 Oz. Green Tea | .40 | .30 |
| 12 Oz. Mustard Prepared | .25 | .10 |
| 1 Lb. Baking Powder | .50 | .35 |
| 10 Bars Laundry Soap | .65 | .50 |
| 1 Can Beans and Pork | .15 | .10 |
| 5 Oz. Ground Pepper | .30 | .10 |
| | $3.70 | $2.35 |

¶ The days of the tea and coffee peddlers are doomed—their unscrupulous methods are being made public and housewives are refusing to patronize these extortion peddlers, wherever the grocers are awake and on their job.

¶ These facts are presented by us in an en-

deavor to help the grocers effectively fight this unfair, unscrupulous competition.

¶ The claims here made are absolutely correct and can not be disputed by the tea and coffee peddler.

¶ In justice to the grocer as well as to the housewife, we suggest a finish fight against the tea and coffee peddler. We urge every grocer and every association of grocers to help educate housewives to rid the community of these something-for-nothing fakers.

¶ Write us how you are meeting this sort of competition—and if you want help, we will gladly supply you with extra copies of our findings as here described.

¶ But the important part is to get busy, to do something. If you don't know how to start, simply write us and we will gladly tell you what you can do to rid your community of the tea and coffee peddler pest.

# Armour Organizing Retail Grocers

## National Association of Retail Grocers Forfeits Respect—Kamper Piloted by Armour's Wirepuller

IF WE HAD ONE HUNDRED SUCH boosters as Charlie Myers, we would have a National Association twice as large as at present," says the *Grocers' Advocate.*

¶ Don't drop dead. The Charlie Myers spoken of above is Director of Trade Relations of Armour & Company, but he seems to put in a lot of Armour's time organizing special trains to haul delegates to the Retail Grocers' conventions—not that they ever have more than a carload of delegates, but to give Charlie Myers some publicity.

### That's What Ails It

¶ That's what ails the National Association of Retail Grocers. It is always and forever under obligations to Armour, Corn Products, Sun Maid Raisins or some other trust. All the boosting is done by monopolists who have robbed the retail grocers right and left during the last fifty years.

¶ When Armour was at his height he sold soap chips in 100-lb. barrels from which the grocer could weigh out not more than 85-lbs. He charged grocers for tons and tons of paper and heavy twine on hams and bacon—yes, charged at the price of hams and bacon for the cheap wrapping paper. Even the labels were sold to retailers at an enormous profit.

### Robber Becomes Booster

¶ Now we find the old plunderer of retail grocers boosting the Retail Grocers Association. Now we find Charlie Myers piloting Francis Kamper around the country. Now we see the *Grocers' Advocate* spilling this slush about the beneficial results of Armour's boosting.

¶ It is disgusting. By this fawning the National Association forfeits the respect of every red-blooded grocery man. No self-respecting retailer wants to attend a convention boosted by hirelings of the Big Five. He knows such meeting is not free to fight the abuses heaped upon the small merchants by these monstrous monopolies.

### Association Disgraced

¶ Last year this same Charlie Myers took "charge of arrangements," organized special trains at Chicago, met the delegates, conducted them to the Stockyards, escorted them to St. Paul,—so they said—but if the number of delegates was less than 100 as reported, then each delegate who went via Chicago must have had a private car.

¶ Just such false alarms are sinking the Association to the vilest depths. Will some one not start a grocers' organization that will command a little respect? Is it not shocking to know that the only retail grocers' organization in the country is chaperoned by Armour? Well, maybe there is one other—but if so it is the personal property of L. L. Creasey—which to our way of thinking is even worse than belonging to Armour.

# No Let-Up on Creasey

## Says Robert G. Duncan Will Pursue Him to the End

IT HAS COME TO ME that Old Dad Creasey would like to make peace. I understand the old boy is reaching the sob stuff stage and is telling his hardboiled crew that I have been cruel to him.

¶ Dad may well save his wails. He made the mistake of trying to strong-arm me. Instead of answering my arguments he sought to belittle me first and then tried to invoke the law to muzzle my paper. Furthermore, he instructed his infamous liars to blacken my reputation and made such use of the boycott as he could to cancel advertisements in my paper.

### No Mercy For Creasey

¶ Mr. Creasey will learn that I know no such word as compromise. He will find me like Caesar—I do no "wrong nor without reason will I be satisfied."

¶ Furthermore Creasey is the last man on earth I would show mercy. I regard him as the most unscrupulous man in America. I loathe his character and detest his methods. I believe I am performing my duty to God and my fellowman in destroying Creasey's power for evil. To compromise with such a man would in my estimation be committing the unpardonable sin.

¶ Therefore, I say unto Mr. Creasey that I will continue to assail his methods so long as I can pay the printer. So he might as well gird himself for the final fray.

### Winner Take All

¶ If L. L. Creasey has ever acted the man with any one, I have not discovered the act. His conduct toward me has been most reprehensible. When asked to make statements regarding his business he ignored my letters. Instead of answering the charges I lodged against him he replied by saying my paper was subsidized; that I was in conspiracy to ruin him because he was conducting a co-operative concern, when in fact the old liar was running a privately owned corporation for profit.

¶ When I told the truth about his buccaneering, his only reply was a string of base lies printed and sent broadcast by the basest coward in America. When I fell heir to his official organ and sought to tell his many victims how they were lied to and cheated he spent a large sum of money, taken from defenseless merchants by fraud, in trying to finish the ruin of this paper.

### Let Him Squirm

¶ Let him not now come to me with tears and supplication. I have driven him from the Pacific Coast, beyond the Mississippi. I have been instrumental in closing forty of his deadfalls. I have made it impossible for his wandering liars to sell his worthless paper. I will pursue him until his ramshackle fake is a bankrupt and then I'll make it impossible for one of his kind to loot merchants in the name of Co-operation.

¶ So, Mr. Creasey, gird yourself for the final round. You have accused me of many crimes, but you will never be able to show that I'm a quitter. You played me for a cottontail rabbit; you will find you woke up a brindle bulldog. I'll lay off when I'm dead—not before.

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¶ Creasey has discovered that price cutting is a game that two can play. The Desk Lizards have eaten the old co-operator's blood raw.


# Have You a Son or a Daughter?

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**What Plans Have You Considered for Their Success After You Have Passed On?**

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Do you know of anything better than a sound profession for them? Do you know of the wonderful results attained by Osteopathy—what it has done and is doing for mankind?

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You owe it to yourself and your children to know. Ask us for full information. We have nothing to sell—the information concerning Osteopathy is given cheerfully and without charge.

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**Osteopathic Information Service**

**Box 501, Waukegan, Illinois**

# Death Takes Frank C. Letts

## Wholesale Grocer Widely Known Throughout the Country Succumbs to Illness on May 3rd.

¶ Frank C. Letts, owner and director of large wholesale grocery interests died at 10 o'clock Saturday morning, May 3rd, at St. Luke's Hospital in Chicago. He succumbed to arteriosclerosis, and had only recently returned from Europe where he had gone for his health.

¶ Mr. Letts was 63 years old. He was buried at Lake Forest, Ill., where he has lived for some time.

¶ He was known to his acquaintances and wide circle of friends as a "square shooter." During the world war he gave his time to his country and was Director of Supplies of the Red Cross. His ability as an executive was rare. Thousands of grocers counted him as their friend.

¶ Mr. Letts was heavily interested in fourteen wholesale establishments in Iowa, Minnesota and Missouri, fifteen in Michigan, Indiana and Illinois, and one in Chicago. He was also a director in the Durand-McNeil-Horner Co., of Chicago, and owned, in addition to his grocery interests, a number of vegetable canneries and coffee roasting establishments. His business interests were a real pleasure to him, and the grocery world will mourn his loss.

¶ He is survived by his widow, Mrs. Cora Perkins Letts; one son, Fred C. Letts, of Chicago, and three daughters, Mrs. Frank E. Weeks, Mrs. Courtney Letts Stilewell, and Mrs. George F. McLaughlin.

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# The Way of the Transgressor

## Creasey's Fall Like That of Lucifer

A FEW YEARS AGO the Creasey Corporation had crews of hard-boiled liars in most every quarter of the country organizing branch houses. No town was too small for them to promise a branch house. No lie was too big for them to tell to get the grocer's money.

¶ See how swift was the fall of this co-operative faker. Within one year after Robert G. Duncan began to expose Creasey's methods the miserable warehouses began to close their doors. Within the last two years two score of these dumps have shut up and vanished from the earth. The list is too long to print.

¶ Houses—so-called—were closed in Washington, California, Texas, Oklahoma, Arkansas, Tennessee, Georgia, Florida, Kentucky, Illinois, Ohio, West Virginia, Pennsylvania, Indiana, Wisconsin, Iowa, Nebraska, Minnesota, Missouri, and the Dakotas. Failure followed failure. Like a house of cards the Creasey co-operatives crumbled until today there are not a half dozen going concerns left of what Creasey advertised as "The largest chain of wholesale grocery houses in the world."

### Why and Wherefore

¶ Why this sudden collapse of a grand scheme? I'll tell you. A lie cannot live. The Creasey Corporation never was a co-operative or mutual company. Every time they said it was co-operative they simply told another infamous lie for which they must be brought to judgment. The Creasey house was built upon the shifting, treacherous quicksands of lies and deception. It could not withstand even a mild gale of publicity. So when Robert Duncan turned the white light of truth on it, and rolled the storms of pitiless truth against it, the outfit parted like a rope of sand.

¶ Today its pathway is strewn with wreckage. In the short space of four years Creasey has fallen from "The largest wholesale grocer in the world," to the vilest depths of commercial position. From operator of 44 branch houses Creasey has descended to partial ownership of one third-rate grocery house and complete ownership of some half dozen dumps that are so little patronized that few know they exist.

### Did Creasey Get His?

¶ The old Co-operator is reputed fairly well-to-do. Some say he is rich. He ought to be. He plundered enough little struggling retailers to make a coupla million; but report tends to prove that most of the plunder went to the hard-boiled liars who did Creasey's dirty work. In our opinion collection lawyers got more of the swag than Creasey got. Litigation has cost him dearly. So we doubt whether Creasey could raise $100,000 to save his life.

¶ The way of the transgressor is hard. Retribution eventually overtakes the great and the small. "The mills of God grind slowly but they grind exceedingly fine." In Creasey's case the mills of God have not ground so slowly. Within three short years they have made grist of his boasted chain of wholesale grocery houses. He is now such a miserable figure in the grocery business that competitors look upon him with contempt and loathing—his name synonymous with shameful failure.

¶ Let this be a lesson to all who think they can succeed by fraud and deception. Creasey is nearing the end of the trail. Soon he must pass to that land from whence no traveler returns. Soon he must stand before the Bar and be judged for the deeds done in the flesh. What can he say for himself? What deeds can he cite in extenuation of his sins? Will he dare look Peter in the eye and say, "I operated a chain of co-operative stores and sold goods at 3% above cost?"

¶ On your life he will not, for to do so will be to get himself taken by the seat of the breeches and boosted from Heaven to Hell. Then he will know what happened to Satan.

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# For Better Collections

## Call Your Collection Letters by Name

A GOOD COLLECTION-LETTER HINT came to the writer in conversation with Orison Beaman of Beaman Bros. Beaman Bros. have an efficient collection-letter series. In telling me about it, Mr. Beaman, I quickly noticed, did not use numbers—he used names.

¶ There was a "Selfish Joe" letter, for example; a "Big Stick" letter; a "Blind Goddess" letter.

¶ A well-constructed series of collection letters observes fundamental laws of climax. Each letter is more insistent than the preceding. Calling your collection letters by names will enable you readily to observe the right sequence. Furthermore, it will so emphasize the particular function of the letter—what it appeals to in the debtor—that efforts to perfect individual letters will follow largely as a matter of course.

¶ There are other good hints in the practice of Beaman Bros., and I am going to quote Orison Beaman in detail:

¶ "Our first letter we call the 'Sympathy' letter, because it frankly asks the customer to pay as a favor to us. We inject freshness into the letter by mentioning the number of accounts we have to keep track of, and sometimes even by making the letter almost a plea in behalf of named girls in the office. A first letter of this type is used by many merchants, and we have never found anything better for the initial appeal.

¶ "Our next letter is the 'Justice' or 'Blind Goddess' letter. In this we put it up to the customer about like this: 'We have done the fair thing by you; sold you goods at fair prices; given the credit accommodation you asked for. Now it is up to you to do the fair thing by us.'

¶ "This letter is a little bit stronger than the 'Sympathy' letter. Still it is not so insistent that there is much danger of customers taking offense at it.

¶ "The third letter we call the 'Selfish Joe' letter. Around the office they know why we do so—it brought to time the stingiest man in town. His first name is Joe, and it worked because it appealed to his self-interest. In this letter we ask the delinquent if he has considered that his unbusinesslike attitude toward his obligation, continued, will perhaps seriously impair his reputation and credit. We ask him if he does not value the good-will of the store. The first two letters give the debtor a chance to pay, out of decency. This one gives him a hard-boiled reason—it will pay him, personally, to square up.

¶ "Letter No. 4 is the 'Courtesy' letter, in which we simply ask if the reason the debtor has not replied is because something was wrong with the service or the goods—and, if so, to tell us. Then comes the 'Big Stick' letter. This is the letter in which we inform the debtor that, unless his check is received by a certain date, we shall place it in the hands of a lawyer for collection.

¶ "Here is something valuable that we have learned about the 'Big Stick' letter. At first we simply announced that we would put the account into a lawyer's hands. Then we drew a picture of the legal process, playing up just what 'lawyer's hands' meant. This change increased returns 25 percent."

¶ This man finds it mighty handy around the office to call his collection letters by name. "Big Stick," or "Selfish Joe," or "Courtesy," etc., tells a whole lot more than a mere number. Moreover, the names, because they indicate what the letter does, have proved a big help in perfecting his system.

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## The Real Bunk

THIS CREASEY IS THE BUNK. JANUS had two faces. Creasey has an assortment all of which he tries to conceal with a co-operative mask.

¶ Why pay Creasey $300 for the privilege of buying his Urma Brand? Why pay for the privilege of buying drop shipments from Creasey when you can buy them through Chas. M. Sledd or the Chicago desk lizards without paying any fee?

¶ Really, the man who falls for the Creasey bunk is nine kinds of an ass.

# THE MERCHANTS' FORUM

*Open for the discussion of all subjects touching the grocery and general merchandise business by our subscribers*

Jacksonville, Fla., March 25.—To the Editor. —I am going to use the worse language I have at command so you can lambass me. All the time I am wondering who foots your Bill, is it the wholesale Growers Slush Fund, their Pork Barrel or is it the combination of chain stores that keeps you going. You use about 34 pages of dandy magazine paper, it is expensive, anybody knows that tell us who foots your bill, you are throwing sand in the Retailers eyes, who pays for that, tell the truth dont lie. About one out of fifty pay you anything, the Retailers are not all fools to pay for such Junk as you publish, its the pure Junk-mud-slinging-hatred josh, who pays you, admit it, dont lie for

Yours & c
J. H. Johnson

¶ Note: The above J. H. Johnson writes a little better letter than the average Creaseyite but at the same time shows about the average sense. The only argument he can present in favor of Creasey is to ask, "Who pays Duncan?"

¶ I don't know who pays Johnson's subscription but judge Creasey paid it when the Mercantile Co-Operator was the official organ of Creaseyism.

¶ Or maybe Johnson paid it in addition to giving Creasey $300 for a branch house at Jacksonville. If so, Johnson got a subscription to the Searchlight for his $303 and that's lots more than most Creasey victims get.—*Editor.*

SHAKESPEARE QUITS

¶ Would you believe it? We had William Shakespeare as a subscriber to the *Co-Operator.* S'fact. But he got sore and quit.

¶ No kidding. Shakespeare was a subscriber. Can you imagine it? By golly! It makes us creepy to think of it. Has his ghost "come back to walk the earth?" or have we got a jag of delirium tremens?

¶ Well, if this Wm. Shakespeare of Hershey, Pa., is the ghost of the fellow who wrote Hamlet, he certainly is the ghost of the original; and he hasn't improved any in writing. We'll swear to that, for the letter we have dismissing our trade paper is nothing like Hamlet, Macbeth, Othello, or Romeo.

¶ We'll swear this Shakespeare is no Merchant of Venice either. His note is short and sweet, without punctuation points, and capital letters are scarce. He says:

"Mercantile Co Operator
Gentlem
please discontinue sending mercant
ile Co, operator
Yours Truly
W M Shakespeare."

¶ Sure it's the ghost writing. And we might say the ghost is no college graduate.

¶ On the level! Is there a Creaseyite who can demonstrate that he went through the first grade? Evidently this ghost of Shakespeare never scratched his back on a college wall.

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¶ If premium giving has proven profitable for peddlers it will prove profitable for retail grocers. Get a premium and beat them at their own game.

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¶ Jobbers are said to be sick but we haven't heard that the chain store business is even under the weather.

# Put Up Parcel Post Rates

## Let Them Be Raised to Cost of Carriage—Quit Subsidizing Mail Order Princes

THERE IS A BILL BEFORE Congress which if enacted into law will raise parcel post rates as a means of giving postal employees more salary.

¶ We are for the Paige Bill and advise merchants to urge its passage. More pay for postal employees means more business for local stores. Higher rates on parcel post packages means less business for mail order houses.

### Stick 'Em Up

¶ Parcel Post has cost the Government millions. The losses on sugar going into remote districts is made up on 2c postage letters. The Government gets only the long haul losing business. Sears-Robuck and *The Saturday Evening Post* ship by freight to certain points and then mail via Parcel Post to mountain and wilderness points.

¶ This should cease. It is subsidy for mail order malefactors. It puts local dealers out of business. The Government should charge cost of carriage on every piece of mail and no more. This thing of profiteering on first class mail and subsidizing mail order houses is the crime of the century. Hundreds of millions are being taken from local business men who use 2c postage and given to mail order kings and advertising monarchs who use Parcel Post to exterminate home industry and neighborhood stores.

¶ Therefore, stick up Parcel Post rates. Make them pay expenses. This thing of robbing all the people for the benefit of a few patrician publishers and gilded mail order operators ought to stop.

¶ Every independent merchant, every business man, every 2c postage user should write his Congressman urging a raise in Parcel Post rates and a lowering of first-class mail rates.

¶ Local letter postage should be 1c. Parcel Post rates should be exact cost of carriage, let that be what it may.

¶ The railroads are not permitted to lose money on one class of freight and make up the loss on other classes. Why should the Government practice that which it prohibits in others?

¶ Get busy with Congress. See that your Government uses a little business sense and renders a little justice to the common people.

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# Duncan and Creasey

## As Different as Day and Night

WHETTED BY THE DESPICABLE McKechnie and urged on by Creasey's hand-picked branch managers, several retail merchants have taken it upon themselves to write insulting letters to editor Duncan.

¶ Most of these men are doubtless well meaning, hardworking, honest merchants who have been led astray by Creasey's infamous hirelings. At least I want to take that view of them, and to all such I want to say that whatever estimate they have forced me to place upon them, I think better of them than Creasey does.

### Me and Creasey

¶ I have always regarded retail merchants as my peers—my equals. I have never looked upon them as suckers to be plucked by conscienceless promoters. I have never sought to profit at their expense. I have always risen to their defense when they were assailed, and I've spent many of the best years of my life in protecting them against despoilers.

### What Has Creasey Done?

¶ On the other hand what is Creasey's opinion of retail merchants? Has he not shown in a million ways that he looks upon retail merchants as a passel of fools, ready to swallow any lie his ex-jailbird organizers tell to part them from their money?

¶ Is it not a fact that Creasey treats his members exactly as though they were fools and simpletons? Can Creasey show a single instance where he offered to assist a retailer without making him come through with money for Creasey.

¶ Show him to us. Fain would we learn of a single instance where Creasey has not demanded his pound of flesh in advance.

### Why Duncan is Reviled

¶ Every grocer who knows Duncan knows he has ever been the friend and champion of the underdog, and that he has defended the helpless at every turn. Those who have followed Duncan's course know Fightin' Bob has forfeited several fortunes rather than finger tainted money wrung from retailers by indirection. And those who know Creasey knows he rakes off a salary of $75,000 yearly by exploiting retailers; but just the same some of these misguided men

# 4 Big Reasons for B

## Why Wholesalers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is Manufactured by an independent company and is the highest quality that can be made in the present state of science.

2nd. Big 4 Naptha Soap is sold exclusively through legitimate, established wholesalers—never sold to or through desk jobbers, mail order jobbers or co-operative buying exchanges.

3rd. Big 4 Naptha Soap is not deleted to pay coupon and free sample expense; it is not loaded with national advertising expense which must be taken from dealers and consumers.

4th. Big 4 Naptha Soap is easily sold to retailers because (1) it is a full measure bar; (2) it gives universal satisfaction; (3) it is not slaughtered by chainstore and mail order price cutters; (4) it is not distributed free to diminish his sales.

**Wholesale grocers who find themselves in competition with desk handling many lines of soap for 1 percent, are invited to investi**

**Retailers who are being compelled to handle many lines of soap in and co-operatives are invited to ask their jobbers about Big 4 N**

# IOWA SOA

**Manufacturers of High Grad**

**BURLINGT**

# ig 4 Naptha Soap

## Why Retailers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is of the highest quality, a full sized bar which enables the retailers to give customers their money's worth.

2nd. Big 4 Naptha Soap is not sold by chainstores, mail order houses and cutters who rely on cut prices to undermine independent dealers.

3rd. Big 4 Naptha Soap is not loaded with national advertising, free coupons and free sample expense which must be borne in large measure by the retailer.

4th. Big 4 Naptha Soap pays the retailer a reasonable living profit for his services as distributor, leaves him free to select the merchandise he wants to offer for sale and above all, the manufacturers never seek to diminish his sales by broadcasting coupons or free samples.

**)bbers, mail-order jobbers and so-called co-operatives who are te Big 4 Naptha Soap.**

**)mpetition with chainstores and cutters employing desk jobbers tha Soap.**

## COMPANY

**Laundry and Toilet Soaps**

## )N, IOWA

have nothing but insults for Duncan and nothing but sweet words for Creasey who loots them and laughs at them.

¶ Why is this? Is it because men like to be humbugged? Or is it because Creasey soft-soaps them with lies while Duncan tells them the truth in words that permit no double meaning?

¶ It must be the latter. I don't believe retailers like to be bilked. I don't believe they like to pay tribute to a man who regards them as boobs and easy marks. I am sure they will stop their sycophancy when they realize that Creasey looks upon them as "fish"—as legitimate prey—as the playthings for his wandering liars.

### Think It Over

¶ Now, you men who have written insulting letters to Duncan, think it over. If you find that Creasey has done anything for you; if you find he is really interested in your welfare; if he has done anything for you without taking a fat fee; if he has even shown you any respect; if he has kept his promises given in exchange for your money; then stick to him.

¶ On the other hand, if you find he has played you for a sucker and swapped soft talk for your hard cash, regarded you as simps, played you for suckers, broke his promises and then laughed at you, then it's time for you to apologize to Duncan.

¶ Think it over. All Duncan wants is a sort of halfway square deal from the men he believes in and strives to serve.

¶ And don't forget this: If Creasey is honest no assault can harm him or his system. It is only the hard pressed crook who defends his schemes with insulting letters.

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# Practical Ideas for Retailers

### Funny Stories in Window

IN EVERY COMMUNITY are many Ford cars and Ford stories are almost as plentiful as are Ford Cars, and you can make an effective window by clipping from newspapers these various stories, pasting them on colored board or paper and placing the sheets in your window. The stories which are told to you can be typed and placed in window.

The cost to such a window and the interest manifested in the display will be as well developed as that shown in the more elaborate window effects.

### Letters That Interest

SUPPOSE YOU VARY the average stilted form of a letter-circular with a style which is a little more striking. Once in a while such a change makes a very good impression on the reader. The following can be suggested where the store has been established for many years and desires to emphasize it's policy of satisfying the customer.

Make two lists of names: one to the mothers in your locality, another to the daughters. Write the "daughter" list a letter similar to

DEAR DAUGHTER:

Ask your mother if during the thirty years we have been in business in Havona she has ever known a single instance where we were not willing to adjust any dissatisfaction with merchandise bought at our store. We have assumed some responsibility which rightly belonged to others, rather than have the customer feel aggrieved. This is one reason why we've been in business all these years—and we'll treat you just as well as we treated your mother.

THE EMPORIUM.

The letter to the mother list can be worded similar to

DEAREST MOTHER:

Is it not true that during all the years you have known us you've never heard a single man, woman or child but that got a square deal from us? Give your daughter this "tip." A good trading point is worth as much to her as it has been to you.

THE EMPORIUM.

### For April 1st

HERE'S an effective window for April 1st—one with low cost and little trouble.

Obtain a high silk derby hat and place a brick under it, the brick showing to window side.

Letter a large window card with store talk similar to

"People used to kick at hats like this on April 1st. The kick, however, has been taken out of April 1st—the jokes of this day have practically been discarded. Likewise has the kick been taken out of store patronage by your store because the poor merchandise and joke merchandising methods have always been in the discard at your store."

### Awaken Interest

DO YOU WANT to give your next circular, opening or sale announcement a striking individuality that will insure of its reading?

Print across the top of the advertising circular a check for five cents using a facsimile check form and your signature, with copy reading, "Pay to bearer five cents for services rendered." Head the Circular "Will 5c Pay for Your Time used in Reading This Circular?" Below the heading run selling copy.

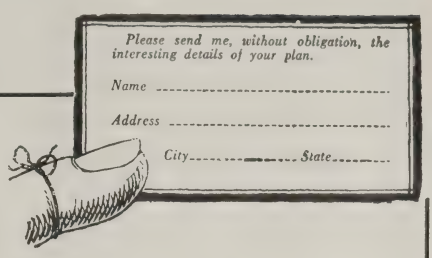
It is advisable to embody in the check a clause stating that it must be redeemed at your store, thus preventing children from accumulating them. As a matter of fact, few of the checks will be redeemed—they will be kept as souvenirs. If you have a mailing list you can fill in the check with the name of the addressee, thus making it more personal.

### Ahead Of The Rest

TAKE advantage of the seasons to connect up your advertising with timely subjects. Spring will soon be here and the present time offers you opportunities to show your trade you are always a little ahead of the rest. Two ideas are suggested herewith and others will suggest themselves to you. Put into operation those most suited to your store and trade.

*Dress Up for Spring.* There is an inborn feeling that Spring is the time to lay aside the old and come forth with the new. The merchant who fails to appreciate this feeling is thereby creating the impression that he is a back number and does business in a haphazard manner. Prepare for spring. Re-arrange your store, changing locations of show cases, and tables. Tear down the old signs and put up new ones. Change the divisions of your stock, bringing goods used for spring and summer to the front. Display spring goods in the window before the spring months thus heralding the coming of spring. Your store will then seem to be a new store. The remarks of your trade will tell you they take notice of changes.

*Spring Advertising.* Among your customers and prospective customers are many who pride themselves on their flower and vegetable gardens. Realize this fact and turn it to your advantage by offering a packet of seeds as a trade inducement. The seeds can be obtained at a moderate cost from the wholesale seedsman and can be given profitably to each customer or with certain articles or with purchases of a certain amount. This offer should be made during the earlier weeks of spring and should be advertised by newspaper and mail and should enumerate a few of the varieties of seeds possible for your customer to obtain.


# A Money-Making Coupon

IF you have an extra foot or so of space for a Continental Display case you can make it pay you 75 percent profit. Every person who enters your store spends $4 to $6 a year on necessary jewelry. Why don't you get this trade—you can, without added expense.

Jewelry has a universal appeal. Few can pass the Continental Display without admiring and buying some of the beautiful items it contains.

Merchants who send in the coupon will learn how extra profit can easily be made on a small investment.

**The Continental Jewelry Company**
**1920 Euclid Ave., Cleveland, Ohio**

# Creasey Nears the End

## Fails to Collect Notes—Not Many Branches Left—Lawsuit Starts Landslide

IF THERE IS ANYTHING IN SIGNS WE may expect the final blow up of the Creasey Corporation during this year. Every sign points to its dissolution. We would not be surprised to see it blow up within the next ninety days.

### Duncan First Check

¶ The Creasey Corporation is the Eighth wonder of the World,—the wonderful thing about it being that it has run so long and that it's founder has kept out of the penitentiary.

¶ That it has exploited twenty or thirty thousand merchants and escaped criminal prosecution is entirely due to utter disregard of the laws by officials who are paid to enforce the law.

¶ During the war when socialism threatened to sweep the country Creasey swept the country West of the Mississippi like a prairie fire. In nearly every state Creasey had big crews of subsidized liars looting retail merchants by fraud and deception. He opened two houses in Washington and as many more in California. He got the first check when he attempted to enter Oregon, where Robert G. Duncan blocked his game.

¶ Creasey applied for a permit under the Blue Sky Law of Oregon. Duncan protested and presented evidence showing Creasey was simply exploiting the merchants. Creasey made a big fight, employing lawyers and bringing a crew of his star liars to Oregon. Duncan demanded that the Creasey books be audited. Creasey refused to audit. The permit was denied. The Commissioner found that the Creasey Corporation was in no sense a co-operative concern.

### His Waterloo

¶ The Oregon disaster was Creasey's Waterloo. Soon several of his so-called branch houses revolted. The California houses could not get started; the Spokane house failed and was closed after two or more re-organizations. The wash was backward. His Texas houses collapsed; the Kansas City, St. Louis, Columbus, Ohio; Cairo, Illinois; and two score of other so-called branches failed. It was like a row of dominoes. Known down one and it knocks down all.

¶ Following the Oregon disaster Creasey used every crooked device to bolster his tottering fake. Hundreds of conscienceless liars were employed. The Southern States were scoured for suckers who would pay $50 cash and give $250 in notes for service contracts.

¶ The grafting organizers got nearly all of the cash. Creasey could neither convert or collect the notes. What money he did collect was sent to keep some tottering branch going.

¶ It was and is a house of cards. None of the branches were amply financed. Such as were partially financed were bled white to start others in order that Creasey might make a strong showing in new territory. Checks were kited, creditors cheated. It was a riot of lies and fraud from start to finish.

### Lawsuit Deadly

¶ In trying to force payment of the notes obtained by "fraud and deception" Creasey aroused several hundred victims. More than 100 of these joined in a suit for recovery of money paid and cancellation of the notes. A receiver was asked for also.

¶ The defense in this action cost Creasey a large sum of money. He managed by using a padded audit to stop the receivership, but publicity attendant just about finished the old faker.

¶ By closing several branches and transferring funds to two or three houses, however, Creasey has kept going nine months. But the lawsuit was a blow from which he can never recover.

### More Suits To Come

¶ To save himself Creasey had to press for payment of notes in territory where no house had been opened as promised or where houses had failed. This has caused merchants to combine to combat the threatened suits. Cases are being prepared now and may be filed any day In his weakened condition he cannot withstand a series of these suits. His days are numbered.

¶ Mark this prediction. Within this year, 1924, that misnamed thing called the Creasey Co-Operatives will blow up. That it has gone on trampling every law of God and Man for ten years without increasing the population of the prisons is the Eighth Wonder of the World.

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## What Ails 'Em?

THE PRESIDENT OF A GROCERS association says, "jobbers are sick." What ails them? Is it too much confinement, overeating or exhausted energy in chasing chainstore orders?

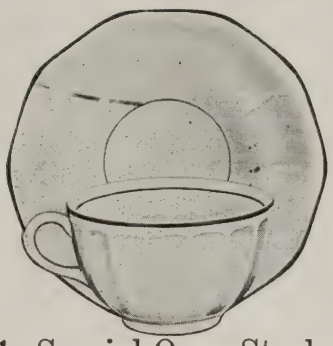
¶ Convention time is coming soon and we shall expect the official to tell the jobbers what ails them even if he doesn't spring a prescription to cure the ills.

¶ We had suspected some jobbers of being indisposed but feared to speak least we offend some of our subscribers. But we now know why a few have permitted their subscriptions to expire—they are sick.

# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

***A Good Advertisement for your Store.***



***Just the thing where Competition is keen.***

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day George Washington's Birthday Easter Halloween Christmas
Valentines Day St. Patrick's Day Patriotic Days Thanksgiving Day Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

# Duncan Ahead of Supreme Court

## Search and Seizure Knocked Out

THE SUPREME COURT HAS RULED that the Federal Trade Commission cannot conduct "fishing expeditions" in the offices and files of citizens.

¶ Robert G. Duncan took the same stand two years before the decision was rendered, and, therefore, in this matter as in many others, Fightin' Bob led the vanguard.

¶ The Federal Trade Commission acting upon complaints of the Aunt Jemima Mills and that infamous fraud and faker, L. L. Creasey, sought to plunder our files in search of evidence of a conspiracy against the above-mentioned quacks.

¶ When refused permission to search our files the Examiner said, "We can summons you to produce your letters."

¶ "You can do nothing of the kind, young man," replied Duncan. "My letters belong to me. I will dump them into the river or stoke the furnace with them if I feel so disposed."

¶ "There is a heavy penalty for that," advised the rising Lycurgus.

¶ "There is no such thing," retorted Duncan hotly. "There is no law in this country compelling a man to keep the letters he receives or to make copies of the letters he writes. You insult my intelligence when you say the Commission is authorized to search my office and seize my papers. I deny you the privilege of plundering my office and will defend my property with arms if molested."

¶ That was the last we heard of Sherlock Holmes. He seems to have accepted our invitation to go to hell.

¶ The Supreme Court now upholds our ruling. Being a trade paper editor with gumption enough to know our Constitutional rights is a great satisfaction. Having the courage to stand on our rights and tell the Isaac Waltons of the Trade Commission where to head in is a still greater boon.

¶ The Fourth Amendment to the Constitution guarantees "*the right of the people to be secure in persons, houses, papers and effects.*" But were there no such clause in the fundamental law reason would dictate the absurdity of giving any governmental agency the right to invade our offices, search our premises and seize our property.

¶ Think of a reputable business man being raided on the unsupported complaint of L. L. Creasey! Talk about Pandora's Box! How on earth the Federal Trade Commission can carry such preposterous claims to the Supreme Court is unbelievable. The fact that such appeal was made is evidence of degeneracy in official circles. If the Commission will confine their operations to enforcing the law and upholding the Constitution they will have plenty of work to keep their examiners busy without raiding offices at the request of such crooks as L. L. Creasey and such yaller gals as Aunt Jemima.

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## What Have They Done?

WHAT HAVE THE CHAIN STORES DONE for the people? Have they ever credited a working man when he was out of work? No. Have they taken any interest in building up the community? No. They never open a store in new districts—they wait until the people are thick then they take the cash from merchants who credited the people while paying for their homes.

¶ Do chainstores contribute to neighborhood charities? They do not. The boss is away off yonder—you can't find him when you want a dollar to build a church or library.

¶ What have the chainstores done for home industry? Nothing. They handle nothing unless they are paid big for it. They specialize on highly advertised monopoly brands. Local manufacturers fear them and hate them.

¶ What about their help? Are they good to them? Not so. They employ the cheapest help, make them into automatons, don't let them exercise their minds, compel them to live by the book of rules, expect nothing from them other than menial labor. A half-wit is as valuable to them as a brainy salesman.

¶ Show me something the chainstores have done for any one. Their claim is they sell cheaper. What I want to know is this: Who has paid the bill? Is it not a fact that chainstores take a larger profit than any other class of stores? Do they not grind their clerks? Do they not threaten manufacturers who refuse to give them secret rebates? Do they not demand that brokers, wholesalers and salesmen be eliminated? Do they now avow their intention of taking the whole string of profits for themselves? Have they done anything for farmers or canners or anybody else?

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¶ A man of good reputation is said to be now connected with a Creasey company. How did it come about that Creasey let him in? And doesn't the man feel out of place?

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¶ All is not gold that glitters. Read the article on tea and coffee peddling in this issue.

## Simola's Windows

YOU DON'T NEED A BRICK BLOCK AND wide expanse of plate glass to attract customers with show window display.

¶ In the Rose City Park district of Portland, Oregon, A. G. Simola conducts a grocery business in a very modest building. The windows are not large, yet Mr. Simola manages to keep the women of the neighborhood talking about his window displays.

¶ Mr. Simola has no set schemes. His displays are not elaborate. Polished glass and tasty arrangement is the whole thing. Neatness and simplicity combine to attract the eye and hold attention.

¶ Any grocer can so handle his windows. It is not the size that counts but the appearance. Soap, water and a little thought will do the work. Cleaning up once in awhile will not get you a reputation as a neat storekeeper. The man who keeps a clean face and neck is respected while the sloven fellow who takes but one bath a year is liable to shock people when he cleans up.

**What a WHALE of a Difference Just a Few Dollars Make**

In every field of production there is some certain line—some particular articles—that by means of their intrinsic excellence stand above all others and serve as an accepted type for them.

In the Coffee and Meat Industries the **ideal** product, those which are recognized as **standard**, are the HOLWICK Machines.

The only mill with burrs machined from plates of drop-forged steel.

The only malleable iron choppers "with steel cutting knives and plates."

The **one** mill and chopper in America that can be bought **worth** the **money.**

Let us tell you more about them.

**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of DUNCAN'S GROCERY SEARCHLIGHT published monthly at Waukegan, Illinois for April 1, 1924.

State of Illinois
County of Lake } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Aaron M. Sick, who, having been duly sworn according to law, deposes and says that he is the Business Manager of DUNCAN'S GROCERY SEARCHLIGHT and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Robert G. Duncan, Portland, Oregon; Editor, Robert G. Duncan, Portland, Oregon; Managing Editor, None; Business Manager, Aaron M. Sick, Waukegan, Illinois.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one percent or more of the total amount of stock should be given.) Robert G. Duncan Portland, Oregon.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AARON M. SICK
Business Manager

Sworn to and subscribed before me this 31st day of March, 1924.

(SEAL) E. L. METZLER

(My commission expires February 14, 1927)

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

# Calumet Baking Powder Co. Opens Chicago Radio Broadcasting Station, WQJ

¶ The Calumet Baking Powder Company has opened Radio Broadcasting Station WQJ dedicated to the Neighborhood Grocer and the American Housewife.

¶ To provide programs that will be equal to the best existing stations, a co-operative arrangement has been made whereby the station is jointly owned and operated by the Calumet Baking Powder Company and the Rainbo Gardens, the latter being the famous million dollar entertainment enterprise, thus making available professional entertainers of the most desirable kind.

¶ The programs will include frequent talks intended to encourage housewives to buy at home, educating them to appreciate the high standard of dependable goods sold by local dealers.

¶ The station will also be available for use by the Local Loyalty League, a national dealer help bureau, having for its purpose the sponsoring of the "trade at home" spirit.

¶ Helen Harrington Downing, head of the Home Economics Department of the Calumet Baking Powder Company, and other nationally known women will broadcast regularly on efficient home management, delivering talks on food products.

¶ There will also be special style hours during which it is proposed to have some of the country's best style authorities describe the latest styles in wearing apparel, home decorating, etc.

¶ These special features make this station, in a measure, an answer to the mail order propaganda now going over the air—and this is a feature of real interest to every retail grocer.

¶ While educational features will play a prominent part in the operation of the Calumet Baking Powder Station WQJ, there will be an abundance of music and high class entertainment.

¶ Mr. Jerry Sullivan, already famous in the radio and musical world, will be the director in charge of all broadcasting.

¶ Mr. R. J. Engler, recently with station WOS, Jefferson City, Mo., will be the Radio Engineer in charge of equipment.

¶ The Ralph Williams Orchestra, formerly on the Orpheum Circuit, who has just completed a winter engagement at the Grunewald Hotel, New Orleans, La., will be on the program nightly. The professional entertainers at the Rainbo Gardens will also be available to help make WQJ programs the best in the country.

¶ Arrangements have also been made to broadcast the summer entertainments direct from "out-of-doors" platform at the Rainbo Gardens. To make this possible special canopies have been erected, thus offering the public the ultimate in radio entertainment.

¶ There are few, if any stations more powerful than WQJ. This station incorporates all the latest devices for improved tone quality and modulation, there being only one or two other stations in the country which in this respect are its equal.

¶ The very latest and best improvements in broadcasting equipment are being used. The equipment has been installed in the very finest station which has yet been built. The station consists of five rooms, the most important being the studio or microphone room from which the actual broadcasting will be carried on. Adjoining the microphone room are two others, one for the radio sending and receiving apparatus and the other containing the power equipment required to supply the transmitting energy.

¶ The studio incorporates the very latest acoustical treatment. The walls are covered with layers of draperies and the floor beneath the heaviest of carpets. Besides these three rooms there is an extensive office for transacting the business of the station with a considerable force to handle the communications of "listeners in", and a very attractive reception room for the convenience of the artists. The station is especially well located and, with its four 250 and one 50 watt vacuum tubes expects to break some long distance records. These tubes have the very newest filament coating that will insure the maximum electron emission. In short, from microphone to antenna, every construction detail is the best obtainable and is considered by the Western Electric Company, who built it, as a revelation in broadcasting stations.

¶ No expense has been spared in the matter of erecting the station and equipping it.

### The WQJ Broadcasting Schedule

Wave Length—448 Meters

Broadcasting Hours—

11:00 a. m. to 12:00 m.—to be announced later.

3:00 to 4:00 p. m.—Educational, Domestic Science, Style Talks, Household Hints, etc., (Special programs for Sunday.)

7:00 to 8:00 p. m.—Musical programs.

10:00 p. m. to 2:00 a. m.—Ralph Williams' Rainbo Orchestra and Entertainers.

Sunday—Musical programs 3:00 to 4:00 and 8:00 to 10:00 p. m.

Monday—Silent after 7:00 p. m.

Musical Director—Jerry Sullivan.

All time schedules are based on Chicago local time, which means Central daylight saving during the summer months and Central Standard time during the winter months.

¶ Listeners tuning in are requested to write to WQJ, the Calumet Rainbo Station, Chicago, as this new station will appreciate being told how its programs are being received, particularly as to reception, signal strength, modulation, etc.

## Aim to Increase Limit of Postal Indemnity

The maximum indemnity payable for the loss of registered first-class mail matter would be fixed at $500, under the terms of a bill introduced in Congress by Representative Griest of Pennsylvania. The present maximum is $100. It is contemplated by Representative Griest that higher fees might be proper for registry under the increased maximum and his bill, therefore, contains a provision authorizing the Postmaster General to fix such fees for registration as he may find adequate.

## Advance Buying

Future buying too far in advance is one of the outstanding problems of retailing and contributes in a large measure in many lines to increased operating costs. In its effect it adds to the problems of the wholesaler and manufacturer. In the latter case it contributes to the cost of distribution and is reflected in operating costs of manufacturing.

## Why Is Your Town?

"Put it this way: *Why* is your town?

"One house stands today, on the road to Yosemite National Park, where, in the early fifties, 15,000 people lived and worked and made love and died or moved away. The town grew to meet a special condition, and when that condition ceased to exist the town faded away. Your town is very much alive or you would not be planning a community advertising campaign. What are the basic factors that are going to make it live and grow? That is what you want to know, because it is what other people want to know. And it goes much further than the number of telephones, banks and churches.

"Towns are curiously like people. Most of them want to be what they are not.

*Dirt is a destroyer; keep stock in show-cases and on shelves clean.*

SOMEONE has given this very good advice to those who employ labor: Hire no more labor or assistants than you actually need. From time to time, check up the situation and see if any changes are advisable. Work out some method of estimating whether employees are actually profit-makers for you or not. Avoid unnecessary labor turnover, by fostering efficiency and Good Will.

¶ Fix a fair quota of business for each employee or department to reach. Remember that you reduce expenses when you increase the volume of business handled by your present organization.

¶ Stimulate interest and pride in reaching this quota, and know yourself what you ought to be able to do. Then press toward that mark.

### *STRANGE, STRANGE!*

This is veracious: A clergyman from Cambridge, Mass., had occasion to preach to the inmates of an insane hospital. During his sermon he noticed that one of the patients paid the closest attention, his eyes riveted upon the preacher's face, his body bent eagerly forward. Such interest was most flattering. After the service, the speaker noticed that the man spoke to the superintendent so as soon as possible the preacher inquired.

"Didn't that man speak to you about my sermon?"

"Yes."

"Would you mind telling me what he said?"

The superintendent tried to sidestep, but the preacher insisted.

"Well," he said at last, "what the man said was, 'Just think, he's out and I'm in.'"—*The Christian Register* (Boston).

### *ROLL DEM BONES!*

Rastus: "I hear dey done found de bones of Columbus."

Enoch: "Sho, I never knew he was a gamblin' man."

### *THE REASON*

The Missus—Why is it, Jane, that every time I come out here in the kitchen I find you reading a novel?

Jane—I think it's because you're wearing rubber heels, Mrs. Brown.—*Detroit News.*

### *HE KNEW*

He: There are an awful lot of girls who don't want to get married.

She: How do you know?

He: I have asked them.

## "Selling" Advertising Literature in Windows

ASK FOR BOOKLET, FREE, AT STORE information desk, near entrance." Such a window card as this, in conjunction with a small window display to "sell" a piece of advertising literature, may be surprisingly successful. And the reason is clear—it is so easy for the interested passerby to step in and obtain the booklet which will satisfy his curiosity. He has the impulse, and, before it has opportunity to abort, he obeys it.

¶ An advertising manager took me into his confidence recently and revealed some striking figures. From time to time he has advertising booklets on hand for distribution. He does not wish to distribute these indiscriminately, but to place them only with interested parties. So he uses two mediums—newspaper advertising and his windows.

¶ The newspaper advertising sometimes pictures the booklet. The space given is quite liberal.

¶ The window display is coupled with an invitation to step inside and get the booklet, free.

¶ And, in producing inquiries, the windows outpull the newspaper advertising anywhere from eight to twelve to one. They do not do this just occasionally. They do it always. A week's display in a window got some 300 applications for a booklet for which newspaper advertising of the same period produced but forty-three inquiries.

¶ The window is the store's strategic medium for getting worth-while distribution for advertising literature. When you have a specialty on which the public requires education, take a little space in a window to push the descriptive literature. Have a bunch of the free booklets there, artistically arranged. Have a card prominent, inviting requests for the booklet. Indicate just where the booklet will be obtained within the store. A photo of a girl handing out the literature to an inquirer will add interest to the display, and encourage the passer-by to apply.

¶ A display of this sort shou'd not tell too much, or it will defeat itself. The literature most readily distributed is that which, in addition to matter strictly advertising, contains inspirational ,entertaining, or informational material. Almanacs come in this class, as do advertising note books, handbooks, etc. Literature of this sort, given to people who want it, cannot help but produce sales. Don't feed the fire with it! Feed the public with it, through your windows!

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*Politeness cost practically nothing, yet nothing exceeds it in buying power.*

*Cleanliness ought to be practiced as often as it is preached.*

*Any fool can find fault. That's why there are so many critics.*

*A clock has to be wound up to make it go, but when you wind up a business it stops.*

*Opportunity and luck are not related to each other in any way.*

*Knowledge is like wood. It should not be used until it has matured.*

*No one but yourself can build up goodwill and no one but yourself can take it away.*

*It is the man who meets trouble with a smile who will win in the end.*

*It is only by tackling the harder jobs that we can gain in ability.*

*Losing a sale is much preferable to losing a customer.*

*Even the individual who walks about with a bored air likes a pleasant person to serve him.*

*Money will not come in unless coaxed with hard work.*

CLOCKS

ALARM
WALL
HALL
MANTLE
CHIME

**The largest exclusive Clock Jobbers. Complete line of new 1923 Alarm Models—Tom-Tom, Tiny-Tim, Tat-Too and Ti-Tan**

**F. W. JANSEN CLOCK CO.**

**215 W. RANDOLPH STREET - - CHICAGO, ILL.**

# FOR SALE

## A Retail Mercantile Business. General Line.

Real estate, 40 acres, eight dwellings, large store building, garages, etc. Value $26,500; Fixtures $3,500; Stock $30,000. Will sell all, or retain real estate and rent at reasonable rent, and sell stock and fixtures.

Am in position to allow long easy terms.

Sales in 1923 over $250,000. Net profit almost, $10,000.

**May Mercantile Co.**

**Woodville - West Virginia**


*A TRANSPORTATION QUESTION*

The girl walked briskly into the store and dropped her bag on the counter.

"Give me a chicken," she said.

"Do you want a pullet?" the shopkeeper asked.

"No," the girl replied, "I wanta carry it."—*Merchants Index.*

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*Dating stock will prevent it from becoming old.*

For all pricing purposes

**USE cMc PRICE CARDS**

*Seven Styles*
40c per 100 up

Catalog and Samples FREE

**H. Carnell Mfg. Co., 1824 Cedar Ave., New York**

# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

**Olsen's**
**BASEBALL**
***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

**"OH-CHARLIE!"**
***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**

**3672 Milwaukee Avenue - - Chicago, Illinois**

# *What National Advertising Has Done For Business*

"FOR FIFTY YEARS, we have been weaving into our economic life, until it has become the warp and woof of our existence, nothing less than an economic poison," says Ralph Borsodi in his book, "National Advertising vs. Prosperity."

## The Poison Ivy of Prosperity

¶ Here are some of the things Mr. Borsodi shows National Advertising to have done to business. He says:

1. CREATED A WASTEFUL CONFLICT.—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of national advertisers.

2. DEMORALIZED DISTRIBUTION.—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of national advertised and private brands.

3. REDUCED THE USEFULNESS OF THE JOBBER.—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field with stores which the jobber controlled.

4. CHANGED THE BASIS OF PROFITS.—It has greatly increased the margins for profit upon lines of merchandise in which nationally advertised brands hold a dominant position, and by enabling successful national advertisers to fix the ratio of distribution to production costs, has increased their net profits while limiting the net profits of wholesalers and retailers.

5. RAISED DISTRIBUTION COSTS.—It has helped to increase distribution costs by duplicating and reduplicating parts of the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. RAISED CONSUMER PRICES.—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. IGNORED VALUE-GIVING.—It has consistently ignored the necessity of "value-giving", by pricing nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. ATTACKED COMPETITION.—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear".

9. PROFITEERED.—It has enabled the successful national advertisers to take enormous profits upon their ability in inducing the public to pay dividends upon their investments in good will.

10. INJURED BUSINESS.—It has expended millions of dollars in multiplying the agencies of consumer appeal solely in its efforts to aggrandize itself at the expense of the public, the retailers and the wholesalers; it has restricted the buying-power of the consumers of the nation, by inducing them to pay luxury prices for staples, and thus has injuriously affected the general prosperity.

¶ There are ten good reasons why every business man should read Mr. Borsodi's book.

¶ For sale by Duncan's Grocery Searchlight, Waukegan, Ill. Over 300 pages of unvarnished facts—bound in cloth. Price $3.00.

**Get the book and get your eyes open—**
**Robert G. Duncan**

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**Duncan's Grocery Searchlight**
**Waukegan, Ill.**

Enclosed find $..... for which send me .....copies of "National Advertising vs. Prosperity" by Ralph Borsodi.

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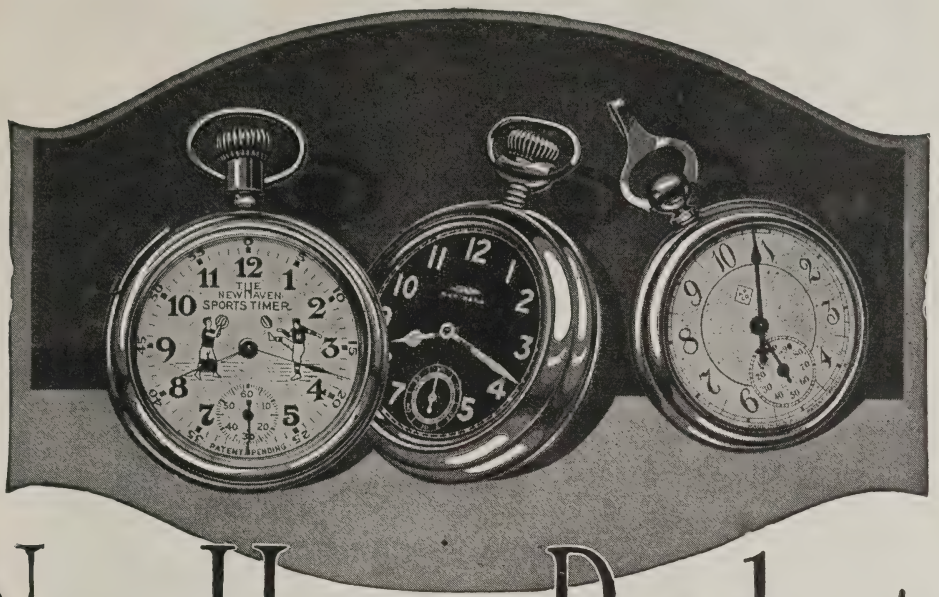


# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

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### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

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### THE 100 MILE PEDOMETER

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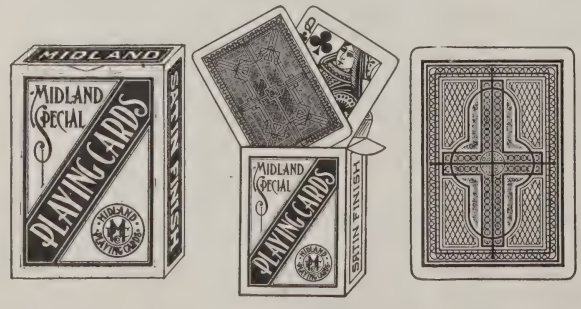


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OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No 556
If cost is given by the case of one or more dozens set
the fine showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT

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VOL. XIV 20 S. Utica St., Waukegan, Ill.

# *June, 1924*

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Mercantile Reports Garbled

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Government Cost Increases that Give us Pause

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Published by Robert G. Duncan
On the 15th of Each Month

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# Whar Am That Digest?

## Creasey Organ Can't Be Found—Must Have Played Its Last Tune

WHERE IS THE "MERCHANT'S DIGEST," —that official organ of the Liar's League, started by the hired traitor, McKechnie?

¶ It must be dead. We have not been able to locate a copy since March. Not a single Creasey serf has written us an insulting letter. We hear nothing of the foul sheet. It must be dead.

¶ On none of the Creasey bulletins do we see any mention of the sheet. A little while ago every bulletin urged Creaseyites to send in their address so they might receive the putrid thing free. Then they demanded a dollar from each Creasey member for McKechnie.

¶ Maybe the vile sheet is still published. If so, it has certainly changed its tune. Certain it is that McKechnie is no longer able to get Creaseyites to expose their ignorance in insulting the editor of the *Searchlight*. We see no more receipts from the postmaster on account of mailing the rag. We can't find a copy of it. If it is still in business they are certainly keeping it mighty quiet.

### What About McKechnie?

¶ What's more we can't locate McKechnie. What has become of the treacherous scoundrel? Is he out of a job again? Did he find L. L. Creasey what we have said about him? Did Mac find Creasey more treacherous than himself? Doubtless.

¶ It serves Mac right. He deserves to be used by Creasey and then booted out of Kentucky. When he was preaching Creaseyism he knew the system was rotten to the core. He knew Creasey was robbing retail merchants right and left. He knew Creasey had a band of hired liars doing his dirty work. Still McKechnie entered Creasey's service as a subsidized propagandist and prostituted himself still further by betraying the Bunting Publications into the hands of Creasey.

### Got His Due

¶ Nothing that Creasey can do to McKechnie will be punishment enough for Mac. He proved himself a fawning sycophant and despicable traitor at every turn. He whined like a whipped cur, saying, "The Buntings threw me out of a job." He tried to justify his treachery with a brazen lie.

¶ McKechnie was not canned by Bunting. Not at all. The rascal drew his pay up to Saturday night, sneaked into the office on Sunday, wrote his resignation, left it on Mr. Sick's desk, took the train for Louisville, and on Tuesday wrote a letter to a director of the Bunting Publications saying he had "sold it to Creasey," and invited the director to betray Bunting and join McKechnie.

### The Wages of Sin

¶ The wages of sin is death. No traitor ever lived to a ripe old age and died peacefully in the bosom of his family. McKechnie will lift up his eyes in torment. He will cry to Duncan for a cup of water to quench his thirst. He will learn that the way of the transgressor is hard. He will find he can't prosper selling his soul to Creasey. The chances are that he has been ditched by Creasey—turned out to browse on commons by his master like the dull ass he so much resembles.

¶ Well, ta, ta, Mac. Your absence fills a long felt want, we assure you.

# Creasey and Chainstores

## Co-Operatives Helped Chains Get What They Wanted

IN HIS DESPERATION TO inflame retail grocers against Robert G. Duncan, Creasey is spreading the lie that Duncan is subsidized by chainstores.

¶ That was to be expected. Creasey will do anything to hold his graft and victimize grocers. Let's see about Creasey.

### The Blue Grass Stores

¶ In R. G. Dun & Company's report on Creasey we find the following: "In 1905 he (Creasey) was a merchandise broker in Paducah, Ky. In 1907 he moved to Louisville and opened a retail grocery. Later he was in the bakery business and that business failed with small assets. He organized a chainstore enterprise known as the Blue Grass Grocery Company."

¶ Dun doesn't tell us what happened to the Creasey Chainstores, but we are privileged to believe they failed just as all other Creasey ventures failed.

### Brite Mawnin Way Stores

¶ In 1917 and 1918 Creasey tried to establish a consumer-owned chain of stores called the Brite Mawnin' Way Stores. The name is proof that Creasey was back of them. Brite Mawnin' was Creasey's private brand. He was urging his victims to "push your own brand." He claimed to own the Company that packed Brite Mawnin' Brand, but the concern was owned by John Dahler and was sold out to Harrison Parker's Co-Operative Society of America which fleeced Socialist simps out of fifteen or twenty million dollars.

¶ The Brite Mawnin' Way Stores failed. Of course. Did Creasey ever fail to bankrupt a concern? If so, we would like to know the name of it.

### Largest Chain in the World

¶ Before us are circular letters on Creasey Corporation letterheads which say:

> "The Creasey Corporation conducts the largest chain of wholesale grocer houses in the world."

¶ These same letters say "authorized capital $3,000,000." The very latest R. G. Dun & Company report credits the Creasey Corporation with "net worth $1,500,000."

¶ That is a fine bunch of finance to carry on the "largest chain of grocer houses in the world," isn't it?

### How He Helped Chains

¶ For the sake of argument let us say Creasey organized five or six co-operative houses and through them compelled manufacturers to give Creaseyites the best of it. What happens?

¶ Chainstore men seeing Creasey getting goods for his Bolshevik houses, demanded rebates which give the chains a still better price.

¶ It was this very system of blackmail and extortion practiced by Creasey that enabled the big chains to get goods direct at jobber's list. It has done more to promote chainstores than any other agency. And why not? If Creasey could extort rebates and discounts by roping 100 little grocers into his Delaware corporation, why should chainstore men operating 500 stores not have equal advantages in buying?

### Jobbers Driven To Chains

¶ You all know how Creasey slandered jobbers. He has continually instructed his hired liars to tell retailers they were being robbed by wholesalers.

¶ In some sections Creasey weaned off enough customers to hurt the local jobbers. What were they to do? Quit business? What more natural and right that the jobbers seek chainstore business after being thus treated by customers who had listened to Creasey lies?

¶ We know of jobbers who were virtually ruined by Creasey's cutthroats, and saved themselves only by seeking chainstore business.

### Creaseyites Got Nothing

¶ Some retailers thought joining Creasey would "make jobbers sharpen their pencils." Maybe it did, but the Creaseyites did not get the benefit of cut prices. Not at all. The jobbers knew Creasey could not deliver the goods; they knew retailers would have to come to them for most of their supplies. So they sought chain business at short profit and made the Creaseyites pay dearly for such goods as they could not get through Creasey—and that was the bulk of the business for Creasey never has had a house that could supply 40% of a grocer's requirements.

¶ Yet this Creasey has the temerity to tell grocers he is fighting chainstores! Well, it is just another Creasey lie—just one of the many frauds this Creasey has practiced on little merchants to get $300 of their money in exchange for a worthless piece of paper.

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### $10 Reward

¶ We will pay $10 for the name of any honorable man who will say L. L. Creasey gave him a square deal.

¶ There is one condition. The man must be able to show that he knows the nature of an oath and speak the English language.

# Raisin Trust Blows Up

## Will Pack Private Brands for Jobbers—Plutocratic Combine Humbled in the Dust

FIVE YEARS AGO THE SUN MAID Raisin Trust was the most tyrannical outfit on the map. Today the Sun Maid Raisin Trust feels like a punctured tire, if you know how that is.

¶ Four years ago the Raisin Trust was absolute monarch, autocrat with power of life and death over wholesale and retail grocers. Today the Raisin Trust is a miserable exile, thankful for any order dealers may care to contribute.

### The Mighty Fallen

¶ It is fresh in the minds of every jobber. In 1920 The California Associated Raisin Growers announced their intention to continue in force that infamous instrument of oppression and robbery known as the "F. O. P." contract. You all know how it worked.

¶ The trust claimed to have a corner on raisins. They sent insolent salesmen to wholesale grocers, saying, "We are IT. How many raisins do you want? The price will be made later on, when we decide how much money we want to make. Sign here on the dotted line. We will notify you of the price when we send the bill."

¶ At that time raisins were in demand for booze. Evidently the bootleggers overbought. Or maybe they discovered they, too were working for the Trust. Anyway the jobbers rebelled at F. O. P. and the California Associated Raisin Growers had to be reorganized.

¶ You know what that means. It is to say, the trust went to pieces. The promised swag was not forthcoming. Growers grew peevish; some revolted; others sold to independent packers who paid in money instead of promises. But a new Tzar was found who compelled insurgent growers to sign up at the muzzle of shotguns.

¶ The Secretary of Agriculture was prevailed upon to legalize the Raisin pirates' illegal combine. More promises of swag were made and broken.

¶ In the meantime the Trust announced another infamous policy of discrimination in favor of chainstores. But the poor old chains found Raisins a drug on the market. And so we find last year's crop of raisins in warehouses waiting to be sold while the growers are waiting in vain for the promised plunder.

### Good Night, Raisins

¶ How are the mighty fallen! A little while ago Sun Maid Raisins were lording it over everybody. Now they announce they will bring out a raisin syrup to use up part of their surplus; and they offer to forget all about the advertising expense on Sun Maid brand and pack under any old private label.

¶ That means they are through. That means national advertising has gone to seed. It means independent packs have sold while Sun Maid remains in warehouse. It means women are not particular about the brand on the raisin package. It means jobbers have put the crusher on Ralph Merrit's raisin combine. Aye! It means you can't abuse wholesalers and retailers all the time and keep them pushing your lines. And, lastly, it means that people do not absolutely have to eat raisins.

¶ Like many other lawless combines the California Raisin Growers carried their graft too far. They tried to cover too much territory. They killed the goose that laid the golden egg.

¶ Let them sweat awhile. Don't be in a hurry to buy raisins. They will be cheaper before they are dearer. The editor has refused to buy an ounce of Sun Maid Raisins during the last five years, but he has eaten raisins every day. Which goes to show that Sun Maid's monopoly was 99.44% bunk—Saturday Evening Post bunk at that.

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## Merchants' Forum

### Creasey Quits

¶ This department is about a blank this month. Not a single Creaseyite has taken his pen in hand to insult the editor and only one merchant has appealed to us for advice as to how to beat Creasey lawsuits.

¶ Therefore, the Merchants' Forum is not much this issue.

### Searchlight O. K.

¶ A Pennsylvania merchant says, "Have been reading the *Searchlight* and find it very interesting."

¶ We withhold his name because he is being threatened with suit and attachment by Creasey. We have instructed him to refuse to pay Creasey. If we printed his name it might interfere with certain necessary moves to save his money.

¶ So this is all the argument for this department.

---

¶ Honor cannot be bought at any price and is always sold at a loss.

# R. J. Reynolds Tobacco Again

## Price-Cutting Highbinders Getting It in the Neck—Smite Them Hip and Thigh

WE BELIEVE THERE IS NOT A MORE infamous outfit on the face of the earth than the R. J. Reynolds Tobacco Company. But be careful how you ask them to be decent. If you are not very diplomatic Reynolds will have the law on you. If you protest against Creasey and Sledd selling their dope in your territory at 1% above cost, Reynolds will have you indicted.

¶ Be careful. Better not write any letters of protest. Leave it to the Trade Register, for it just happens that America is not yet Russianized to the extent that an editor can't tell the truth on these grand dukes of Wall Street.

### Leave It to Us

¶ So leave it to Trade Register. This little humbug exterminator is being read by thousands of the biggest buyers in America. So every time we grill this infamous putrid Reynolds gang of price-cutting highbinders, they lose a bundle of orders.

### What Reynolds Is Doing

¶ This cutthroat outfit is drop-shipping their dope all over the country through Chas. M. Sledd, Lyons, Kansas, the Creasey Corporation, Louisville, Ky., and other mail order desk lizards. That's what they are doing. And that isn't all.

¶ The Reynolds outfit is permitting Sledd of Lyons, Kan., to solict drop shipments by mail in Florida, Texas, Washington, California—all oved the United States, for 2% above cost. Every Creasey bulletin offers the Reynolds dope at cost plus 3%. Many other Desk Lizards who never hire a salesman, handle Reynolds' rotten lines at a loss—if they handle them at all.

¶ Of course retailers cannot be blamed for buying Reynolds' dope from Sledd. Only fools will buy from jobbers when Sledd will save them 10%. It is by offering bastard lines at cost plus 3% that Creasey separates grocers from $300 of their money in exchange for service contracts that are not worth the paper they are printed on.

¶ Then, worst of all of Reynolds' infamous acts, every time a jobber protests that Sledd, Creasey & Company should not be allowed to handle Reynolds' stuff in such underhand way, why! the Reynolds outfit complains to the Federal Trade Commission and gets an indictment against the jobbers for restraining trade.

### Give 'Em Hell. Don't Buy

¶ The way to reach the gizzard of Reynolds Tobacco Company is to withhold your orders. It is the only language they understand. The boycott is the only medicine that will help them. They are as conscienceless as a prowling tomcat. They have less moral fibre than a Goshoot Indian. Their commercial integrity is 50 degrees below zero.

¶ Don't buy or handle Reynolds Tobacco products until they make it possible for you to handle it decently and fairly. Don't try to beat the competition of Creasey on it. Let Sledd and Creasey distribute the line exclusively.

¶ Adopt the same attitude that you did toward the Raisin Trust and Proctor & Gamble. We brought those two birds to their knees. We can make shorter work of this pill peddling Reynolds gang of highbinders.

¶ Don't let your salesmen waste precious time on Reynolds lines. They have nothing that any one is crazy for. Bottle them up. Invalidate their advertising. Carry the war to them by substituting other brands. Show retailers that they are being discriminated against—that chains and cutters get the stuff 10% cheaper. That will fix the Reynolds outfit.

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# The Same Old Spring Lie

## Prospect for Fruit Crop "Poor"—Would-be Trust on Old Job

THE CALIFORNIA PACKING Corporation is on the job—warning grocers that fruit crop prospects are poor and that prices will be higher.

¶ It never fails. When a concern gets the idea that it is relied upon to gather data and set prices, it resorts to the old time-worn lie about "paying growers more, cans being higher," etc., etc., etc.

¶ The packers of Del Monte brand arrogate to themselves the duty of telling the world how things are coming. When their specialty salesman takes the road in quest of future orders the prospects for crops are poor. This induces the little grocer to place future orders. When orders are in, they discover a "great improvement in crop conditions." And this induces the grower to sell more reasonably.

¶ After the farmers part with their produce, the Del Monte crowd discovers that "blight" played hell with this, and that drought cut down that. They fear they will not be able to make full deliveries. They are nearly "sold up" and will have to raise the price. Then, lo, and behold! the next spring they tell us they "carried over" so much of their pack that they will not need much this year.

### Heed Them Not

¶ It is bunk and balderdash. The California Packing Corporation has carried over big stocks for the last seven years,—if we can believe any thing they say. Recently they were so anxious to unload that they announced they would sell direct to chainstores of Los Angeles. That means they are selling direct to the big eastern chains and furnishing the despicable Creasey with Del Monte goods to be used in selling worthless service contracts to ignorant grocers.

¶ Wholesale grocers have been wise to Del Monte for some years. It is an exclusive jobber account in some sections. Few of the big gilt-edge wholesalers handle it. Del Monte is quoted on Creasey bulletins and can be had through some of the Desk Lizards who do business for chainstores at 2% above cost.

### Skaggs Slashes It

¶ The chainstores of Portland and the Northwest are evidently having no trouble in getting Del Monte. We see Skaggs slashing the price in his cash-and-carry joints. We know a certain buying exchange that gets a rebate on Del Monte—gets it cheaper than independents. And our big department stores frequently feature Del Monte.

### Get Along Without It

¶ There is nothing extraordinary about Del Monte except the crop statistics and their faculty for playing both ends against the middle—putting out "frost bulletins" when they are selling and reporting bumper crops when they are buying.

¶ Our advice to grocers, is try to get along without Del Monte until such time as they can see their way to come clean with producers and dealers. They have no monopoly of canned fruit, fish or vegetables. Their pack is too big to permit the most choice selection. There has never been a run on stores carrying Del Monte. Then why get excited?

### Leagued With Armour

¶ There is another nigger in the Del Monte woodpile. The Federal Trade Commission states in the Meat Packing Report that, "There is a contract with Armour & Company to take any part or all of the products of the California Packing Corporation."

¶ The Del Monte crowd vehemently denies the existence of the Armour contract, but they do not say there was no gentlemen's (?) agreement to the same effect.

¶ At that time Armour threatened to monopolize the food business and we can see where an option on Del Monte pack was highly probable. It was along about then that Del Monte curtailed deliveries but later on had stuff to sell at advanced prices. At least certain brokers hooked up with the Big Five, had plenty of it for sale, and the conclusion is forced that Armour got his and resold it through secret agents to grocers who did not get anywhere near full delivery.

### The Reprobate Pro Rata

¶ The "business" was done with that reprobated thief contract known as "Pro Rata Delivery." Jobbers and retailers were raked for orders, their deliveries cut in half so Armour & Company could get all they wanted. The little devils could then buy their supplies at a big advance and try to pass the buck to consumers in competition with chains cutting the first price.

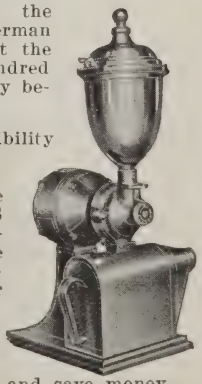
¶ It was by such deadfalls that retailers got the name of profiteers. It was by such machinations that the California combines got so rich.

¶ Wholesale and retail grocers will perform a service to the country by obstructing the sale of such lines as Del Monte. The consumption of canned fruit has been lessened by their system of inflating at one end while deflating at the other. Such monopolistic concerns have done more to stimulate home canning than all of Hoover's bulletins. And grocers know what home canning has done to them. It has curtailed their business. That's why vast Del Monte packs have been carried over. Do you get me?

The difference between the American Dollar and a German Mark lies in the fact that the American Dollar has a hundred cents worth of responsibility behind it.

You can't make responsibility with a printing press.

The point is this—The value of HOLWICK MILLS and Choppers lies in the institution they represent. The resources, the care, ingenuity and skill used in their make-up. **Built** by **Machinists**, for **lifetime service**, and for every **need** and **purse**.



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**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

# Good Time to Take Stock

By A. M. Burroughs

THIS IS A GOOD TIME TO TAKE stock again. The inventory figures which you had to get for your income tax return last Winter are out of date today as leg o' mutton sleeves.

¶ Many merchants inventory their money in the bank every day and inventory their merchandise once a year. Queer kind of logic, isn't it? Which ought to require more attention —$1,000 in the bank or $10,000 on the shelves, floors, and in bins? Pretty easy to answer that question. Yet a lot of merchants dodge the question completely and content themselves with a single annual inventory.

¶ One of the most important things about merchandising today is knowledge of goods and stock. All that has been written about turnover in the last few years might be summed up in this sentence: If you know your stock, if you know what goods move fast and what do not, if you stock only live merchandise half the battle for success is won.

¶ That brings up the subject of inventory. To know your stock you've got to inventory it often.

¶ A summer inventory does not necessarily solve the problem but it helps a great deal.

¶ To illustrate the importance of frequent inventories let us review an actual case. A merchant's sales for 1922 totaled $60,000 which included a mark-up of 30%. His annual inventory showed an average investment of $14,000. He turned his stock three times. Here are the figures:

$60,000
X .70

$42,000.00

$42,000 ÷ $14,000 = 3

¶ At the end of the following year, 1923, he found that his total of sales was approximately the same, but he was astounded to find that his net profit was so much smaller than it had been in 1922.

¶ The great light broke when he took his annual inventory in January of this year. He found that he was carrying a stock of $21,000.

¶ The merchant had increased his stock by 50 percent but his sales had not increased a nickel over the previous year.

¶ Here is the difference that a $7,000 increase in stock, without a proportionate increase in sales, meant.

¶ It cost the merchant one percent a month as the cost of carrying his merchandise. That one percent included interest, rent, insurance and depreciation.

$7,000.00
X .01

$ 70.00

¶ In other words it cost him $70.00 a month to carry the increased stock alone. Yet he didn't earn a nickel more in net profits. He tossed away $70.00 a month for the fun of carrying merchandise that wouldn't sell and simply cluttered up his store.

¶ The obvious question is:

¶ Why did he wait until the end of the year to find out that his inventory was too large and too unwieldy?

¶ Without a doubt he could have wiped out that loss of $70.00 a month by the simple expedient of cleaning out the shelf-warmers from his stock.

¶ That is where a system of frequent inventories would have helped this merchant. Even a semi-annual inventory in June would have saved him considerable loss.

¶ Though actual stock-taking is the ideal way to dig out this information it is a medicine that many merchants hesitate to take oftener than once or twice a year. Because of that fact the most progressive retailers use the plan known as perpetual inventory.

¶ By this method the bookkeeper or the merchant himself enters in a stock ledger all additions and withdrawals of merchandise—that is, purchases and sales. For each unit of merchandise there is a separate card. By keeping these cards posted and balanced up-to-date it is possible to the merchant to tell at a glance the quantity in stock of any unit of merchandise.

¶ Then at regular intervals during the year he can check up this perpetual inventory with an actual physical inventory. In that way he can avoid over or under-buying; he can eliminate slow-moving goods; and he can catch any discrepancies.

¶ In planning your summer inventory bear these points in mind:

¶ The first purpose of inventory is to determine sales for a certain period and plan for the purchase of replacement stocks.

¶ The inventory must be as nearly exact as possible.

¶ If the figures on the inventory sheets are

incorrect the information is valueless. Miscounting simply results in subsequent over-buying or under-buying.

¶ Men counting goods must be familiar with the stock and as careful in their work as a bank teller.

¶ Articles must be examined. Goods that have depreciated in market value must be so indicated.

¶ Sheets used for taking inventory should be neat, carefully ruled up and every figure and every word on each sheet should be written clearly and legibly.

¶ It costs money to take inventory. Care taken in securing accurate results will be amply repaid.

¶ When inventory is finished sheets should be bound and kept in the safe. The are valuable in the future for reference purposes. In most cases a banker or wholesaler wants accurate inventory information before he will O'keh a loan or a credit extension.

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# Should Change His Name

THE OTHER DAY A BIG stationery dealer called at Bob Duncan's office, and says he "I have a letter here from a merchant by the name of Cressy. He wants to get a copy of a paper which roasted him. Is this the place?"

¶ "Let's see. Cressy? Cressy of Eugene, Oregon? No, sir. We never roasted Mr. Cressy. We haven't even mentioned him and don't intend to," replied the editor.

¶ "Well, he says here that some grocery paper pretty nearly burned him up,—and he wants to get a copy."

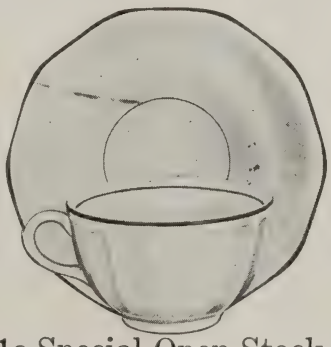
¶ "Cressy? Cressy? Cressy? Well, friend, we see a light. We have specialized on roasting L. L. Creasey until we have him barbecued. Your man has heard about us grilling the Kentucky faker and thinks we are riding him. We never mentioned Mr. Cressy but we contribute a page in each issue to L. L. Creasey. Take a copy and mail it to your Eugene customer. He will find our man is Creasey,—not Cressy."

¶ Then the gentleman went away satisfied. In parting we suggested that Mr. Cressy would be justified in changing his name. L. L. has made the name of Creasey odious. Any one named Cressy is liable to get the odor. So the safe thing to do is to change the name so it doesn't sound or look the least bit like Creasey.


# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

***A Good Advertisement for your Store.***



***Just the thing where Competition is keen.***

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

# Grocers Must Help Selves

## Look Not to Others for Relief

TOO MANY GROCERS ARE DEPENDENT. They look to higherups. They have no self-reliance. They are slaves to custom. They are too tame. They have not learned to assert themselves, stand on their rights and exercise the power they hold.

¶ It is a sort of servility. Servility begets servility; pride begets pride. A servile man is thankful for any crumbs that come his way. A proud man resents charity and will be satisfied with nothing less than his just due. When grocers reach the point where they scorn charity and demand to be treated as equals, most of the abuses which beset them will disappear.

### Be For Somebody

¶ During the years the writer has served retail grocers he has found them careless in studying their problems. They don't read enough. They don't back those who champion their cause. They fly off at a tangent about inconsequental matters. They permit designing salesmen to blind them to the truth with a funny story or a stogie.

¶ This will have to stop. Grocers must take a stand for right principles—they will have to be for somebody. They will have to learn that nobody is going to fight their battles for them without support.

### Can The Turnover Guys

¶ See what grocers suffer from the "Turnover clique." These fellows have peddled that fallacy until it is canned by rote. They admit their long profit junk doesn't carry enough profit to cover cost of distribution, but they say "it repeats"— it is "half sold when you buy it" —and all that singsong.

¶ The manufacturer who asks support on such theory is a plain crook. Usually his package contains about enough food to bait an ant. It could as easily be sold in larger packages at a big saving to consumer and merchant. But that would rob him of the boast that "a billion packages were sold last year." Also he could talk about "repeat orders."

¶ This small package stuff has become an abomination. On many lines the cost of cartons, labels and advertising is ten times greater than the cost of the materials. In other words grocers have permitted these fellows to profiteer off cardboard at the grocers' expense.

### A Glaring Example

¶ Take Aunt Jemima Pancake Flour. It is a corn flour mixture, costing the miller about one-half cent per pound. It costs consumers 16c per pound and yields the grocer what? Well, he gets that old turnover gag out of it.

¶ Why should 2c worth of carton be used on one-half cent's worth of flour? And what of excellence is there about such mixtures that requires 5c of selling expense to keep the grocer robbing his customers on it?

### Grocers Fault?

¶ Of course it is. If he were a wide-awake business man he would not work such impositions on himself and his customers. He would not sell any more pancake flour because of Aunt Jemima ads. The chances are he will soon sell none as people can't be fooled all the time.

### Campbell's Soups

¶ There's a batch of bellywash that should be ostracized by every self-respecting grocer. There is $3,000 per week in the stuff for the Saturday Evening Post but there isn't 15% gross profit in it for retail grocers and every chainstore outfit sells it at retailers' cost.

¶ Look to the Joseph Campbell Company for help and see where you bring up. Fill your store with stuff that turns quickly—like Campbell's Soup—and see how long you remain solvent.

¶ Fancy a grocer getting rich specializing on Aunt Jemima, Campbell's Soups and Postum. If he turned them every hour in the day he would go broke. The tins and cartons cost more than the contents are worth. The merchant who shoves them on his customers is not only fooling the public but is robbing himself.

¶ Grocers must cut out this claptrap and get down to business. They must learn to select goods of merit and sell them without assistance from the Saturday Evening Post. They must quit falling for the turnover gag and exercise some salesmanship. They must quit accepting alms and demand a living wage for their services in distributing. Last but not least they must refuse to be parties to advertising holdups —they must guard the interest of their customers.

# R. C. Dun's Reports Garbled for Creasey

## Great Mercantile Agency Makes No Effort to Publish the Facts—Makes No Mention of Forty Branches Closed

ALL ALONG WE HAVE THOUGHT that R. G. Dun & Company was a reliable mercantile agency, but we are ready to say we have reasons for changing our mind. And here they are.

### Creasey Reports Garbled

¶ Before the editor are numerous Dun reports on the Creasey Corporation. They are miserable attempts to conceal the facts. We might say that they are tissues of lies furnished by the Creasey outfit as they contain nothing other than statements furnished by Creasey himself.

### No Mention of Wrecks

¶ These reports make no mention of over forty Creasey branches being closed and the members left to hold the bag. They don't say one word about the failure of all Creasey's Texas dumps; Dun doesn't mention the recent bankruptcy of the Cairo, Illinois, joint; nothing is said about the collapse of Creasey houses in Spokane, Oakland, Oklahoma City, Dallas, Houston, San Antonio, Memphis, Jacksonville, Tampa, Miami, Dayton, Logansport, Davenport, Denver, Fort Smith, Little Rock, Paducah, Madison, Wis., Cumberland, Grand Rapids and other cities too numerous to mention.

¶ Does the R. G. Dun & Company Mercantile Agency know about these failures: If they don't, they are unfit to operate a mercantile agency. If they do know about these failures and neglect to report them every time they are asked for a report on Creasey, they are as crooked as the letter "S" and should be ditched by every concern in the country that relies on them for mercantile information.

### Says Creasey Corp is Mutual

¶ Dun's reports say, "The Creasey System is conducted on the mutual plan."

¶ That is a barefaced lie. The Corporation Commissioner of Oregon in denying Creasey a permit under the Blue Sky Law, said, "*By no stretching of law or imagination can the Creasey Corporation be called co-operative.*"

¶ Is this known to R. G. Dun & Company? It certainly is. The editor took care to see that Dun's Agency was furnished the findings of the Commissioner.

### The Creasey Audits

¶ The Corporation Commissioner of Oregon demanded an audit of the Creasey books by certified accountants nominated by the Commissioner. Creasey refused to audit his books and withdrew his application for a permit.

¶ Is that known to R. G. Dun & Company? You bet it is. But they accept the audits made by Creasey's handpicked accountants and put them out for the guidance of Dun subscribers.

### Is R. G. Dun & Company Reliable?

¶ Speaking of the suit for receiver R. G. Dun & Company says, "This was the result of efforts of an interested party to join a number of dissatisfied membership holders of the Creasey Corporation."

¶ Dun's report is a liar. It was a suit of 109 victims of Creasey for "return of money and cancellation of notes obtained by fraud and deception."

¶ Does R. G. Dun & Company know this? Of course they do. Then why do they not state the facts as set forth in the complaint? Are they bribed by Creasey to conceal the truth? Why do they neglect to quote from the complaint of the 109 plaintiffs?

¶ Creasey's Portland lawyer stated in the Oregon hearing that "Bradstreet gives Creasey the worst of it because Creasey does not use the Bradstreet service." He said, "Dun's reports are much more favorable because Mr. Creasey subscribes to the Dun Agency."

¶ We have noted a wide discrepancy between Dun and Bradstreet reports on Creasey, and, knowing what we do about the Creasey outfit, we can truly say Dun & Company gives Creasey the best of it.

¶ In the light of these disclosures we have a perfect right to ask our subscribers if they can rely on R. G. Dun & Company to tell the truth in their mercantile reports?

¶ Think it over. In our opinion a credit-rating concern should give the truth and nothing but the truth. R. G. Dun & Company is not telling the truth about the Creasey Corporation and that omission gives us the right to believe they are careless with the truth in reporting on others.

# 4 Big Reasons for I

## Why Wholesalers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is Manufactured by an independent company and is the highest quality that can be made in the present state of science.

2nd. Big 4 Naptha Soap is sold exclusively through legitimate, established wholesalers—never sold to or through desk jobbers, mail order jobbers or co-operative buying exchanges.

3rd. Big 4 Naptha Soap is not deleted to pay coupon and free sample expense; it is not loaded with national advertising expense which must be taken from dealers and consumers.

4th. Big 4 Naptha Soap is easily sold to retailers because (1) it is a full measure bar; (2) it gives universal satisfaction; (3) it is not slaughtered by chainstore and mail order price cutters; (4) it is not distributed free to diminish his sales.

**Wholesale grocers who find themselves in competition with des handling many lines of soap for 1 percent, are invited to inves**

**Retailers who are being compelled to handle many lines of soap i and co-operatives are invited to ask their jobbers about Big 4 I**

# IOWA SOA

**Manufacturers of High Gra**

**BURLING**

# ig 4 Naptha Soap

## Why Retailers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is of the highest quality, a full sized bar which enables the retailers to give customers their money's worth.

2nd. Big 4 Naptha Soap is not sold by chainstores, mail order houses and cutters who rely on cut prices to undermine independent dealers.

3rd. Big 4 Naptha Soap is not loaded with national advertising, free coupons and free sample expense which must be borne in large measure by the retailer.

4th. Big 4 Naptha Soap pays the retailer a reasonable living profit for his services as distributor, leaves him free to select the merchandise he wants to offer for sale and above all, the manufacturers never seek to diminish his sales by broadcasting coupons or free samples.

**jobbers, mail-order jobbers and so-called co-operatives who are ate Big 4 Naptha Soap.**

**competition with chainstores and cutters employing desk jobbers ptha Soap.**

# COMPANY

**Laundry and Toilet Soaps**

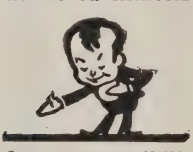
**ON, IOWA**

# "Uncle Phil at the Piano"

"WQJ Broadcasting"

Nosiree, there isn't any better broadcasting by radio than that sent gratis to the world by WQJ, the Calumet Baking Powder Co's radio station located at the Rainbo Gardens, in Chicago. Those of our readers who are radio fans and listen to Chicago stations get a real kick out of the fine programs rendered by WQJ. It is the best toned sending station in Chicago at present, and proves once more that whatever Mr. K. K. Bell does is well done.

The new station was dedicated several weeks ago to neighborhood grocers and Mr. Bell opened it by a five minutes' address in which he delivered himself of the following:—



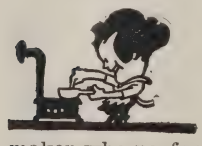
"I regard this as a most momentous hour in the history of the Calumet Baking Powder Company. We acknowledge a sense of deep responsibility to our friends, in this undertaking.

"It is our sincere desire to make WQJ a Sign-Post of Progress. The World is going ahead at such a great rate, that the accepted custom of yesterday may be obsolete today. Keeping up with the world adds lure to modern business life.

"Today, regard for public welfare is considered a business law. The Radio has been steadily improved, and has come into general use because it represents Speed, Comfort, Convenience, and Satisfaction. Calumet-Rainbo is in keeping with the modern spirit of Progress.

"This high-powered, smooth-toned implement of the air is here to stay, and to serve. In big business, this marvelous Radio finds its parallel. We have greater, finer, and more efficient business institutions than ever before—because a new spirit runs through them.

"It is obvious that in a period of such great opportunity, advancement belongs to those who are in accord with the spirit of the times and progress with it.

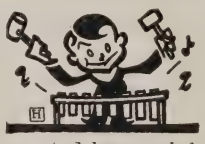


"Whether you live in the city or the country—near us or far distant, your share in our undertaking is the same. The home-maker who performs all of her household duties—and plenty there are—is invited to make WQJ a Pal, a Playmate and a Helpmeet in her home.

"Educational talks will make up a part of our programs. There will be authoritative talks to help solve your problems and to make it easy for you to meet every situation. If you want to know how to be beautiful, how to give a party, how to care for the baby, or how to furnish and equip your home—you will find our programs have anticipated your needs. They will show you how to save time in your housework—so that you will have more hours for pleasure and recreation; the most modern way to plan a budget or a pie. Style hour will be a regular feature. Our every effort will be to make you the mistress of your home, and not a slave to its routine.

"Every woman wants her children to be healthy, happy and well-trained. You are anxious to do your part in making better homes.

"WQJ wants to help you do all of these things. We have enlisted the wisest and most experienced experts in the whole country to help us help you.



"Our programs, for the major part, will consist of high class entertainment. The Rainbo Gardens' wonderful talent will be augmented by special artists who are sure to please you. So tonight we are dedicating this station to Better and Happier Homes, to Community Building, and particularly to our friends, the Neighborhood Grocers. In doing so, we are encouraged and delighted to have our efforts honored by such a distinguished gathering as we have here. Particularly, we are pleased with the large number of messages that are coming in from out-of-town friends who, we trust, will enjoy our inaugural program very much. Keep sending them in—and we'll be with you until the wee small hours."

For all pricing purposes

USE cMc PRICE CARDS

*Seven Styles*
40c per 100 up

Catalog and Samples FREE

H. Carnell Mfg. Co., 1824 Cedar Ave., New York

# Government Cost Increases that Give Us Pause

"We are constantly looking at things through a magnifying glass," said C. D. Morris of Chicago, Assistant to the Chairman of the Western Railways' Committee on Public Relations. "Cervantes, the great Spanish satirist, had his chief character, Don Quixote, continually fighting imaginary windmills, and, following in his wake, we are constantly magnifying the surface manifestations of conditions from which we suffer," continued the speaker, "in a fruitless effort to change fundamental economic laws by ignoring the seat of our trouble. The result of our efforts is usually to further irritate the manifestations of our disease without effecting a cure. We do a world of complaining about conditions without spending any time whatever in an effort to discover what occasions them, when if we are to improve the conditions of which we complain, it will be necessary to directly attack the cause thereof.

"The cost of living in this country has been very high and will continue so, unless we change our method in the effort to reduce it. Complaining of the high cost of clothing will accomplish nothing more than to demonstrate that we have more zeal than brains. The visionary panaceas offered by our radical politicians will avail us nothing. Economic conditions will not be improved by political activity, such as has characterized our course during the past decade. In reality the kind of politics we have been indulging in is much more likely to eventually land us inextricably in the 'Slough of Despond.' The need of the hour is a return to sane economic thinking as a guide for our actions, as the only sure road to worth while and permanent accomplishment.

"One of the strongest manifestations of the modern practice of fighting imaginary windmills is the constant agitation of radical politicians against the railroads, which has become so unreasonable as to lead many thoughtless people to imagine that all the ills from which society suffers are due to the fact that the railroads are charging some higher rates than they were permitted to charge prior to the war. That this agitation is due to politics does not admit of doubt, and this, in the face of the fact that of all questions that should be considered from an economic standpoint rather than a political one, the transportation problem is the chief. Indeed, so intimately connected with the successful conduct of every business activity is the question of transportation that it should never be considered in any other light than as a purely business problem.

"Freight and passenger rates are some higher today than before the war, but they have not advanced in proportion to the advance in price of the other commodities that enter into the cost of living. Railroad rates are higher because it costs more to produce transportation today than it cost before the war, and for no other reason. Indeed, the owners of railroad stocks have not profited a dollar from these increased rates, since the net returns of the railroads are now $220,000 a day less than they were in 1916, before the war, when rates were the lowest in history. Obviously, therefore, all, and more than all, of the increased revenues of the carriers, as a result of these increased rates, have gone to pay the increased cost of furnishing transportation. If we are to undertake to furnish transportation for less than it cost to produce it, how long do you imagine it will be before every railroad company in the land will be in the hands of receivers? This is what would happen to your grocery store or factory were you to operate them at less than cost. I repeat, the problem of providing continuous and adequate transportation facilities is a business one, pure and simple, and we are merely deceiving ourselves when we undertake to solve it in any other way.

"Let us for a moment get back to fundamentals in considering this matter of high living costs. To start with is it not due to the higher living standards we are demanding today? When this government of ours was organized 65 per cent of our people, or 65 out of every 100 of our population, were engaged in the so-called productive enterprises. That is, they engaged in tilling the soil, digging in the mine or cutting from the forest. With so large a proportion of our people engaged the price of such commodities as were produced from the farm, mine and forest was very low, since it was not difficult to produce more of these commodities than were needed. In the year 1920 something like 12 percent of our people were so employed. Is it surprising, therefore, that the cost of these commodities is higher than formerly? A moment's reflection will suffice to convince you that there is the best economic reasons for these increased prices.

"Again, the cost of the kind of government we have been demanding, has come to be something enormous. Last year it cost more than $70 for every man, woman and child in the country. That meant $350 for every family of five. In 1860 there was one government employe for every block of 80 adult citizens of the nation. Last year there was one for every block of twelve persons 16 years old or over in the entire country. To pay the salaries of this army of non-producers, required $34 for every man, woman and child in the country, or $91

for every person gainfully employed. Our annual tax burden is $7,500,000,000 and it requires $3,800,000,000 of this sum to pay the salaries of government employes.

"The expenses of our federal government alone, which in 1916, were $782,534,548 were $3,847,045,683 in 1923, and it is safe to say that no one in this presence will live long enough to see its cost under three billion annually. But it is when we come to consider the cost of our state governments that we open our eyes in amazement. I have taken ten states in the central West to show the tendency of state governments, and I find that their expenses, in 1900, were $43,446,458 while they have grown to $365,571,055 in 1923, or 750 percent. The cost of your own state government, Illinois, which was $7,035,167 in 1900 reached a total of $67,950,398 in 1923. That of Michigan grew from $4,445,252 in 1900 to $49,748,342 in 1923. That of Minnesota had increased from more than five million to more than forty-seven million. And these states are no exception to the general rule. The tendency in all sub-divisions of government is in the same direction. It is said to have cost the city of New York $350,000 to remove a five-inch snow fall from its streets when Judge Gaynor was mayor. It cost $5,000,000 to do the same sort of job under the present mayor.

"In view of these few reasons why living costs are high is it not apparent that our radical politicians are fighting imaginery windmills in their demand that freight rates be decreased? The carriers are now contributing something like $1,000,000 a day in taxes to meet this enormous cost of government, and they, like every other business concern, must collect this terrific sum from their patrons, for, in the final analysis, all taxes, no matter against whom they are assessed, are paid by the ultimte consumer."

Following are comparative costs showing percentage of increase, of six state governments for 1900 and 1923.

| | Year 1900 | Year 1923 | Increase Amount | % |
|---|---|---|---|---|
| Kansas | 1,100,000 | 8,035,000 | 6,935,000 | 630 |
| Indiana | 5,000,000 | 30,602,796 | 25,602,796 | 512 |
| Wisconsin | 4,429,313 | 33,407,379 | 28,978,066 | 654 |
| Ohio | 7,707,834 | 40,908,128 | 33,200,294 | 431 |
| Minnesota | 5,674,842 | 47,384,573 | 41,673,731 | 731 |
| Illinois | 7,035,167 | 67,950,398 | 60,915,231 | 866 |

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# Famous Business Proverbs

By John T. Bartlett

*A man's a man, for a' that.*—Burns.

A POET FIRST DECLARED THIS great democratic truth to the world. A business man first discovered it—a business man who took individuals who, managing themselves, were of limited economic value, and through management from above, made them worthwhile citizens. Business men are doing that today. You are doing it. It is a part of the real service that you, as a business man, performs for the community.

¶ A man's a man, for a' that! Human timber is full of knots and imperfections. Jim Ricord, general superintendent for my friend, Oliver Olcutt, of the Olcutt Company—the names, of course are fictitious—is one of those men born with seeming total inability to be loyal to his employer. There is a lot of good wood in Jim, but disloyalty lost him first one good job, then another. Jim was a wagon driver for the Olcutt Company when Oliver Olcutt got hold of him.

¶ Oliver heard, as an employer will, that Ricord was saying disloyal things about the company. He went on the principle that a man's a man, for a' that. He didn't fire him.

¶ Instead, he went to Jim and talked to him about like this:

¶ "Jim, I hear that some of the boys are saying disloyal things about me and the company. I want you to help me stop this. When you hear anything of that sort said next time, tell the boys it isn't the square thing. Tell them if they haven't faith in me and the company, the thing for them to do is to leave. You can help me a lot in this, if you will."

¶ That ended Jim's disloyalty to the Olcutt Company. He started to climb right away, and now is one of the most valuable and trusted men.

¶ A man's a man, for a' that! No matter what a man's failings are, when the right employer comes along these failings are made to be of least possible importance, and his good points are of maximum economic value.

¶ Robert Burns, great Scottish poet, was a man of serious failings himself; but he wrote verses of imperishable flame. The line I have quoted above should be more than a saying with you. It should be a great business proverb.

# For Better Collections

## A "Drive" to Improve Your Credit Business

THIS LITTLE "REMINDER" system, put in by a merchant as part of a drive to improve the firm's credit business, helped to attain unusual success in a short time. On green paper, three inches by five inches, were blanks to be filled out whenever a new credit customer went on the books. After the blanks for name, address, occupation, were seven questions.

¶ Some of these were unusual. They had their genesis in an analysis by the head of the house of the causes commonly contributing to credit losses. The first question was furnished the merchant by a successful credit man, who declared the worst contributing cause to poor credit management was lack of knowledge of cost of doing business. So the merchant had this question printed: "Do we know what it costs us to do business?"

¶ First answers to the question were: "No." Then a rubber stamp was prepared which read. "Yes; it cost us 5% last year to give credit. Our bad bills totaled ....."

¶ The next question was: "Are we thinking of volume of business mostly, or profitableness of business mostly, in granting this customer credit?"

¶ There is an ailment common to every business community and every trade in the country, and it is what a business friend of the writer's recently alluded to as "the volume bag." American business men are optimists, and typically are keen to expand. Of course, the important thing is not how much business you do, as the profits you make on it.

¶ These questions followed:

¶ "3. Did we arrive at a definite understanding with the customer concerning when he is to pay his account? If so, when is this date?

¶ "4. In getting a line on this man, have we enlisted the co-operation of fellow merchants?

¶ "5. Are there questions we should have asked, but did not, for fear of offending the customer?

¶ "6. How did this man pay his bills in his last place of residence, or with his last dealer? In other words, what is his record? Have we learned?"

¶ The purpose of this slip was to check up, immediately upon granting, the soundness of each new credit. It was filled out by the member of the house or the employee granting the credit, immediately the application was finally passed on. The merchant's analysis was cor-


# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day — George Washington's Birthday — Easter — Halloween — Christmas
Valentines Day — St. Patrick's Day — Patriotic Days — Thanksgiving Day — Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

rect, that if the business did not "fall down" in any of the six respects listed, the chances of credit losses would be reduced to a minimum. He figured rightly that if these seven pitfalls were kept always before the force, the result would be all that could be desired.

¶ In practice, as the drive to improve credit conditions continued, interesting and unexpected opportunities for improving credit conditions were found. For example, the head of the house found this entry opposite question No. 5 one day shortly after the green slips went into use: "Yes, Two prospective customers took offense yesterday at my requests for credit information, and walked out."

¶ Looking into the situation, it was discovered that this man seemed to have a constitutional lack of dealing with credit applicants. He had learned this, and in guarding against possible loss of customers, had hesitated to ask necessary questions. He was given instructions to refer future credit applicants to a second employee, who showed such aptitude in handling credit that he eventually was placed in full charge of the work.

¶ One other phase of the "drive" was to grade up the present list of customers. This was accomplished through introducing a more aggressive collection policy toward "shaky" accounts, the final result of which was to educate the customer to satisfactory payment habits, or eliminate him.

¶ A "drive" to improve a merchant's credit business is just exactly as sound and feasible as a campaign for new customers, an advertising campaign, etc. The ideas used in the instance recorded are of general application.

# Evaporated Milk Association Formed

REPRESENTATIVES OF ALMOST ALL OF the Evaporated Milk Manufacturers of the country recently met in Chicago and organized the Evaporated Milk Association. Mr. L. R. Hardenberg of the Carnation Milk Products Company was elected Chairman; Mr. C. T. Lee of Nestles Food Company, Vice Chairman; Mr. E. G. Annell, Oatman Condensed Milk Company, Treasurer. Other members of the Executive Committee are W. T. Nardin, Pet Milk Sales Corporation; C. S. Parsons, The Borden Company; H. C. Carr, Libby, McNeill & Libby; and J. F. Enz, Danish Pride Milk Products Company.

¶ The Association will inaugurate a campaign of education directed to the housewives of America, featuring the wholesomeness of Evaporated Milk; and the economy of distributing a billion quarts of milk each year in tin cans.

¶ It has taken more than thirty years of painstaking effort to bring this method of marketing milk to the present high state of perfection. The new, handy, sanitary, tin can now in use, makes possible the distributing of milk of the best quality to millions of homes, combining purity with freshness and high quality with lowest possible cost.

¶ Mr. Herbert C. Hooks, well known throughout the milk industry, and a member of the committee representing the industry in the Food Administration during the war, has been selected to conduct the activities of the new Association.

¶ Mr. Hooks has been active as a manufacturer of Evaporated Milk since 1906 when he became identified with the Hires Condensed Milk Company at Philadelphia. Having served in all the departments of a rapidly growing business, Mr. Hooks became General Manager in 1911 continuing until 1918 when the Hires Company combined with others to form Nestles Food Company. He recently resigned the treasurership of this company in order to administer the work of the Evaporated Milk Association.


# FOR SALE

**Grocery Business in Union Center, Wisconsin. Gross Sales in 1923 were over $19000.00. Net profit $3347.53.**

A fine opportunity for a live man. Present owner is in poor health and will dispose of real estate and business, including all stock and fixtures, at a very reasonable price.

Store building is 40x58 feet, 28 feet high, full basement, 9 foot ceiling. Hall overhead has 14 foot ceiling. Value $12000. Stock and fixtures will invoice $7000. Write to

**NEURURER CO., Union Center, Wis.**

# Avoiding Losses in Handling Eggs

AVERAGE GROSS PROFIT ON EGGS IS About Twenty-Five Percent. Principal Inroads Made Upon This Profit are Breakage, Which can Largely be Curtailed Through Efficient Store Methods.

¶ Possible gross profit on eggs for retail grocers runs from 20 percent to 30 percent, according to the market price, while 25 percent is a fair average. The principal inroads made upon this profit are breakage, neglecting to grade and neglecting an economical method of packing and delivering the eggs. Most of what really amounts to a loss in the handling of eggs can be curtailed by efficient store methods.

¶ There are not enough grocers who place the importance on eggs that they should. Too many regard eggs simply as staples that they must handle because there is a steady demand for them—not because they believe there is any real money to be made on eggs. Many grocers put up with a trifling profit on eggs and suffer excessive losses through breakage and inefficient store methods, because they mistakenly figure that "the egg business doesn't amount to much anyway."

¶ As a matter of fact, few, if any, goods the grocer handles affect his entire business more than eggs. Let him acquire a reputation for selling poor eggs or for giving poor service on egg deliveries and his trade will begin to desert him at once.

¶ If, on the other hand, he becomes known for the high quality of the eggs he sells, and for satisfactory delivery service, without breakage, his business booms. New customers come to him. His old customers stick to him, and do all their grocery buying at his store.

¶ Statistics compiled by United Government investigators show that grocers throughout the country lose about $25 000,000 every year through egg breakage and yet there are grocers who, when asked, usually say that they have little or no breakage to contend with. If this is so then they have adopted a proper method of handling eggs.

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¶ The man who can be bought is not worth a damn.

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¶ By this time McKechnie knows all about Creasey and the Creasey system. Yes, Mac has learned that Creasey "buys" with Confederate money and pays off traitors in their own coin.


# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

**Olsen's**
**BASEBALL**
***Played With Cards***
**The Whirlwind Game**
**Price per doz. $6.00, per gross $54**
**Sample Pack 85c Postpaid**

**"OH-CHARLIE!"**
***It's a Scream!***
**Try and put "Charlie" together.**
Packed in special pocket size case. 50 cards to the pack.
**Price per doz. $3.50, per gross $36**
**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**
**3672 Milwaukee Avenue - - Chicago, Illinois**

# 1924 Red Book

Thirty years ago Orrin Thacker began the publication of a directory of wholesale grocers. Every year since there has been published a new edition of this directory, the 1924 edition being the thirtieth consecutive issue. Because of its red cover, the Orrin Thacker Directory is known as the Red Book.

In the 1924 Red Book are listed 4,810 exclusively wholesale grocery houses, 979 semi-jobbers, and 331 grocery chain firms. These names are listed alphabetically by states and cities, and the financial size of the firm is designated. Populations of states and cities are given, and counties in which cities are located are designated.

Especially do salesmen appreciate the Red Book, because of its convenient size. Although containing more than six thousand names, this directory is so compactly arranged that it measures only four by six inches and is less than one half an inch thick. It can easily be carried in the coat pocket.

Sales managers, advertising managers, and other executives also find the Red Book very useful. It is carefully compiled and contains a very accurate list of exclusively wholesale grocers, semi-jobbers, chain store operators, etc.

This directory is published by the Orrin Thacker Directory, 33 West Cay Street, Columbus, Ohio, and it sells for $2 per copy, postpaid.

# Tips for Live Clerks

IT WAS A DANCE OF THE Englewood Club, and Ben Chambers and George Simpson, retail salesmen of the Jordan and Brown store, were being introduced to local people by the friends whom invited guests they were.

¶ "When you introduce me, Bill," whispered George, "just say I'm in the clothing business."

¶ "When you introduce me," said Ben, "tell them I'm with Jordan and Brown—salesman."

¶ I couldn't help contrasting the attitude of these boys in the light of their future. I knew just what would happen. George would remain "in the clothing business," constantly ashamed of his work, never attaining an excellence in it that would merit substantial promotion. Ben wouldn't always be introduced as a salesman. Later he would be a department manager. Some day he might even be admitted to the firm, or own his own store. He was proud of his work!

¶ Ben Chambers realized, too, how easy it is to boost oneself and one's store out of hours—in a dignified manner. At this one local dance he got acquainted, as a Jordan and Brown salesman, with dozens of new people. When a new acquaintance said, "Jordan and Brown, eh? How do you like that store?" Ben answered with a smile and convincing tone: "It's a great store—the best merchandise, fair prices, and always a square deal for the public. I'm proud to be with Jordan and Brown!"

¶ That is the kind of boy folks like to meet, I tell you. With every boost he gives his store, he gives himself a bigger boost.

¶ There are few more sensitive tests of a clerk's ability and value than his following of personal customers. Out of store hours is one of the easiest times to cultivate and create them. Men who never would enter your store otherwise readily are induced to, if they are impressed by what you say about the store's policies, and if they like you personally.

¶ Simply say, "Come in some time, and look me up! I'll be mighty glad to see you!"

¶ Try out this plan. You'll find it works.

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

# Have You a Son or a Daughter?

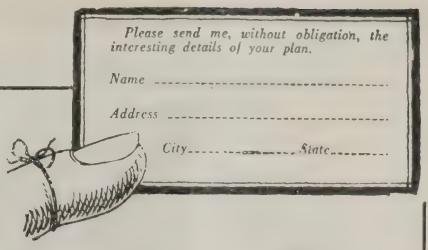
## What Plans Have You Considered for Their Success After You Have Passed On?

Do you know of anything better than a sound profession for them? Do you know of the wonderful results attained by Osteopathy—what it has done and is doing for mankind?

You owe it to yourself and your children to know. Ask us for full information. We have nothing to sell—the information concerning Osteopathy is given cheerfully and without charge.

**Osteopathic Information Service**

**Box 501, Waukegan, Illinois**




# A Money-Making Coupon

IF you have an extra foot or so of space for a Continental Display case you can make it pay you 75 percent profit. Every person who enters your store spends $4 to $6 a year on necessary jewelry. Why don't you get this trade—you can, without added expense.

Jewelry has a universal appeal. Few can pass the Continental Display without admiring and buying some of the beautiful items it contains.

Merchants who send in the coupon will learn how extra profit can easily be made on a small investment.

**The Continental Jewelry Company**
**1920 Euclid Ave., Cleveland, Ohio**

## The Independent Line of PLAYING CARDS

**The Line That PAYS BETTER PROFIT to the Trade**

### Betsy Ross
Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf
A superior card for home and club play.

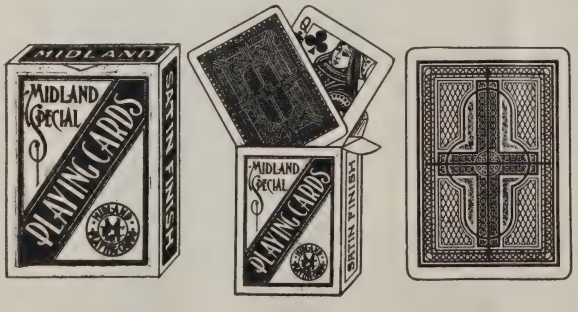
1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless
A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

### Midland Special
Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross




Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**

# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

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### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

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### THE 100 MILE PEDOMETER

Wonderful instrument for recording the distance covered by walking. They go well when offered to Boy Scouts, Campfire Girls, hikers and many others. Just hang one on pocket edge or skirt band and it registers the miles up to one hundred. Adjustable to your stride.

**Retail Price, $2.50**

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***PATRONIZE YOUR NEAREST DEALER***

THE NEW HAVEN CLOCK CO.
EST. NEW HAVEN CONN. 1817

# Don't Go Broke Figuring Profits Wrong

PRESTOLOG
(TRADE MARK REGISTERED)
PROFITMETER
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST, THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No. 556
If cost is given by the case of one or more dozens set
the fine showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT
6 doz. cost $14.40
that's 20¢ each
you want to make 20%
sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

*For Sale by*

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

SUN 658.05 ME


# SEARCHLIGHT

DUNCAN'S GROCERY

$1.50 Yearly

Single Copy 15c

VOL. XIV 20 S. Utica St., Waukegan, Ill. No. 2


# *July, 1924*

## Now Who's Crazy?

ONE YEAR AGO this month Robert G. Duncan took over the remains of the Mercantile Co-Operator, former official organ of the Creasey System, in the face of such organized opposition as L. L. Creasey could present with the aid of McKechnie as subsidized publisher of the Merchants Digest.

¶ If there has been an issue of the new Creasey organ—The Digest—since March we have been unable to find a copy. This publication has not missed an issue. McKechnie left no stone unturned to inflame Creaseyites against the paper that had fed him; he called upon the membership to boycott our advertisers; he warned manufacturers that they could not sell Creasey and support Duncan's paper.

¶ In spite of all Creasey could do we have published regularly. The Searchlight is alive—the Digest is dead. In the meantime Creasey houses at Davenport, Dayton, Logansport, Cairo, Kansas City, Seattle and Los Angeles have closed their doors forever or been repeatedly reorganized.

¶ Now who's crazy—Duncan or Creasey?

Entered as Second Class Matter at Waukegan, Illinois

# ATTENTION!

## QUALITY GROCERS

**Quality Matches -:- Non-Poisonous -.- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

# SEARCHLIGHT

DUNCAN'S GROCERY

CHICAGO OFFICE:
524 Terminal Bldg.
9 S. Clinton St.
CHICAGO

*Subscription Price*
*One Year $1.50*
*Four Years $5.00*

**An Independent Journal for Retail Merchants**

Published by Robert G. Duncan
On the 15th of Each Month

20 South Utica Street
**Waukegan, Illinois**
(*Address All Mail to Waukegan, Ill.*)

EASTERN OFFICE:
520 Singer Bldg.
149 Broadway
NEW YORK CITY

NEW ENGLAND OFFICE:
95 Fountain Street
PROVIDENCE
RHODE ISLAND

VOL XIV JULY, 1924 No. 2


# Grocers Convention Ridiculous Farce

## Secretary Takes Three Hours to Report Nothing—Buying Exchange Organized at Meeting—Connolly Dropped Out of Office

AFTER ALL THE RIBALD LIES about twelve special trainloads of delegates to the Retail Grocers Convention at Los Angeles they managed to get 261 accredited delegates registered.

¶ Yet they have the sublimated audacity to say, "It was the greatest convention ever held."

¶ In one respect it was. It was the greatest farce ever staged, the biggest graft and most barren of results.

### Secretary's Long-winded Report

¶ Our representative reports Secretary Balsiger as taking three hours to read his annual report. "It contained nothing but meaningless words," he concludes.

¶ Run back over the activities of the Association during the last year. Can you think of any accomplishment or undertaking by the organization that could not be reported in three minutes? They lost their case against National Biscuit. They failed to graft the jobbers for money to squander on the Better Grocers' Bureau. They couldn't get their members to report to the Harvard bureau. They didn't abolish a single trade abuse or tackle a single problem. Yet Balsiger used up half a day reading his report.

¶ It was a report—that's all—just a long tedious string of words—not even a decent attempt to excuse the impotency of the officers.

### Sun Maid Raisin Liar

¶ Merritt, Tzar of the Raisin Trust, was on the program as a speaker. He told about the success of co-operative marketing. That is he told a string of lies about Sun Maid duplicity and Raisin Trust rascality.

¶ Our reports say Merritt was heckled some by the delegates on account of selling direct to chainstores at jobbers' list. He explained that they "made the concession to prevent prosecution."

¶ Merritt is an unmitigated liar—a sunkissed liar—a native Son-of-a-gun. He went direct to the chainstores in a frantic effort to sell some raisins. When he says otherwise he is a liar by the watch. He will not be allowed to get away with such rot. He is trying to cast the insinuation that Federal authorities promised the Raisin Trust immunity from prosecution in exchange for favors to the Chainstore Association.

¶ Daugherty was on the trail of the Raisin Trust, but, black as that grafting scoundrel was, he was not threatening prosecution to wring concessions from one lawless outfit for another band of Anti-Trust Law violators.

¶ No, that was not Daugherty's way of doing business. He would have sent Jess Smith to Merritt, Gaston Means to the Chainstore Association, touched both for $100,000 and then branded little pee-wee grocers as "conscienceless profiteers."

¶ When Ralph Merritt says otherwise he is a shameless liar and villain.

### Connolly Loses Out

¶ They gave Frank B. Connolly a medal and let him take a vacation from office after 18 years in Association harness. He serves as president, past president, secretary and director.

¶ After eighteen years they discover that Mr. Connolly is "not engaged in the grocery business" as the constitution requires of officials.

¶ This belated discovery reveals the true state of affairs in the Association. In all these years no one read the constitution. Or maybe they said, "What in hell is the constitution among friends." But this time somebody read the 18th amendment and that let Frank out with a gold medal. We congratulate him upon his escape.

### Buying Exchange Organized

¶ "Delegates from New York organized the Associated Grocers, a buying exchange," says our reporter. "It aims to help the grocers meet chainstore competition," he continues.

¶ There is your confession that the Association is a frost and a failure. If it was worth a continental damn it would not permit delegates to denounce it by forming a buying exchange at the convention. If the Association had turned a wheel to help its members it would not be necessary for those New York four-flushers to convert it into a buying exchange.

### Fine Specimens

¶ New York City is the worst chain-ridden grocery market on earth. Nearly all of the wholesalers and many manufacturers sell direct to anybody who has the money. Jobbing in New York is more like peddling. They rarely ever sell a whole case to a dealer. Retailers think they are plunging when they purchase three packages of rolled oats.

¶ Therefore, the New Yorkers are fully competent to organize and operate a nation-wide buying exchange. Yes, indeed. They have wrecked a dozen such concerns without denting the chains. It is to be hoped they will do better with this one.

### Creasey and The Association

¶ The National Association of Retail Grocers has been a farce all along. It has never had a plan or stood for a principle.

¶ Sullivan, who was president became a Creasey henchman and used his influence to put that conscienceless faker on the map. In 1919 John Ulmer, a director of the Creasey Corporation, was elected president and immediately took the stump for Creasey.

¶ At the Chicago convention in 1918 Robert G. Duncan introduced a resolution opposing co-operative buying exchanges, Creaseyism and Bolshevism in the Association.

¶ The resolution was killed in committee and Duncan was lucky to escape with his life. The Resolutions Committee was headed by a Creaseyite from Toledo, and if truth be told a majority of the 160 delegates had hooked up with Creasey houses.

### Greatest Graft Ever

¶ In another respect this convention was great —graft. A right smart of the three hours used by Balsiger in reporting was taken up in explaining why the finances had become depleted. We will not detain you with particulars but rush on to assure our readers that no graft was overlooked in this instance.

¶ Everybody was touched up all along the line. The convention program was farmed out to an advertising agency which gave Swift, Armour, Proctor and all the monopolists a chance to buy space. The Fleischmann Yeast people furnished a capable man to manage the "Red" and "Blue" transcontinental specials which carried the New York buying exchange delegates.

¶ The official organ edited by Secretary Balsiger secured additional advertising on account of the meeting. The Grocers' Advocate, Mr. Connolly's official organ, enlarged its advertising greatly. The Grocers' Journal of Los Angeles, official publication of the ousted organization importuned advertisers to come to the assistance of the poor grocers. A food show was held "to help pay the expense of the convention."

¶ Manufacturers, brokers, jobbers, salesmen of San Francisco and Los Angeles were arbitrarily assessed for money to entertain the delegates at convention and en route.

¶ On top of all these grafts, comes Preston McKinney, publisher of the Commercial Bulletin and Secretary of the Canners' Association, with a special issue of his paper loaded to the guards with page advertisements—all on account of this farcical gathering of 261 delegates.

### Show It To Me

¶ We jokingly asked a California canner if he had been solicited or assessed on account of the convention.

¶ "I'll say I have," he replied mournfully. "If there is any place I've been missed I wish you would show it to me. It seems to me there must be a baker's dozen of official organs. I've had a chance to advertise in thirteen of them. Our firm contributed something to each delegate it seems. I had no idea conventions were so expensive. If they hold another out West we will be compelled to raise our prices. But I don't expect the buying exchange will permit it."

### What Rot! What Foolishness!

¶ To what end was all this time and money spent. Has the National Association in its existence brought forward a platform worth to the grocery business the cost of this Los Angeles meeting? Has the organization ever had a fixed purpose to tackle the grocer's problems? Has it ever advanced his cause or demanded that he be given a square deal?

¶ Show it to me. Fain would I see where the organization has functioned. The very best I can say for him is that they bought Mr. Connolly a medal. I suggest that they expend the remainder of their funds in decorating John Ulmer for services rendered Creasey and in providing a leather medal for Francis Kamper.

¶ We feel that Ulmer is entitled to a medal as the arch hypocrite of the organization. And Kamper certainly has something coming as the prettiest huckster and worst letter writer in America.

### Hail! Hail! Hail!

¶ We were about to overlook the most important part of the program. At the Asparagus Club Banquet Mr. Connolly led the audience in singing "Hail, Hail, the gang's all here ——— ——— ——— ——— ——— ——— ——— ——— ——— ———."

¶ That part we would have enjoyed. It has been many years since we chimed in with Mr. Connolly on the chorus of that beautiful ballad. To be exact it was in Chicago in 1918 and they only sang seventeen stanzas. But down in Yosemite Valley in 1916 we sang, "Hail, hail, the gang's all here," until the canyon echoed our sweet tenor voice and rock ribbed eternal hills reverberated our words. In fact we sang that song for two solid weeks until we were so hoarse we couldn't whisper. But, pshaw! that was before Volstead.

¶ Hail, hail, the gang's all here. Everybody sing. Get some pep into this thing. Now. All together.

# In the Realm of Rascality

## Cheats and Swindles Which Merchants Should Avoid

TWO CLEVER SHARKS are now touring Michigan in search of fresh victims, working under the guise of the Knickerbocker Merchandising Co., of New York. They seldom approach a merchant who takes the Tradesman, because their fraudulent propaganda has been so frequently exposed by the Tradesman that they realize they are under a great handicap in undertaking to "hook" a merchant who reads his Tradesman carefully every week. They usually get the lay of the ground by asking, "Has your Tradesman for this week come in yet?" If the merchant gives a negative reply, they usually depart without presenting their swindling scheme; but if the merchant replies that he does not take the Tradesman, his callers immediately proceed to enmesh him in their nefarious scheme. The Tradesman has a record of over sixty Michigan merchants who have been caught by these cheats. Whatever they abstract from the merchant in the shape of cash in advance goes into their own pockets. In one case they succeeded in obtaining $200; in several cases $100; in many cases $50 and $25; in rare instances as small a sum as $5. No sum is refused, if a larger amount cannot be abstracted, because it is all net plunder for the wily schemers who secure the orders for alleged wholesale grocery service from the unthinking merchant. Later on the rascally confederate who has desk room only in a dingy little office in New York City will undertake the collection of the remainder of the contract. In some cases the New York confederates have been known to ship small quantities of goods at cut prices in order to induce the merchant to complete the payment of his contract, but in nine cases out of ten the merchant who has given up good money for a piece of worthless paper realizes that he has been stung and shuts up like a clam, humiliated to think he has consented to be the victim of such cheap crooks. It usually requires two or three days for a merchant to reach such a conclusion and in the meantime the perfidious swindlers will have moved on to another part of the State. Any merchant who touches these crooks at any angle will have only vain regrets as the outcome of the transaction.—*Michigan Tradesman.*

¶ Note: From the above description the Knickerbocker Merchandising Company is another Creasey scheme. But no matter how absurd their claims they will find a certain number of suckers who will take their bait, hook, line and sinker.

¶ And just as the Tradesman says, in every case the sucker will not read a trade paper. In every case the victim is a non-reader; he knows it all, refuses to take advice or ask for references.

¶ For such men there is no help. They will learn only by sad experience. Some continue to blunder after having suffered the consequences of countless errors. The quicker that sort are cleaned out by Creasey and his imitators the better. Business will be better for all of us when they are back in the mines or piloting a mule through a cornfield.—Editor.

## The Latest Swift Infamy

SWIFT & COMPANY are compelling each of their $18 salesmen to purchase a packing case of Wool Soap and these birds, not having any great use for soap, are peddling the stuff by the box to consumers at cost to get their money out of it.

¶ The latest price on Wool Soap is said to be $1.50 per box.

¶ That's our idea of the meanest trick. When a big packing company is so hard up for orders that it compels poorly paid order-takers to take a percentage of salaries in soap and then work their friends to take the soap off their hands, they are in a heluva fix.

¶ Before placing an order with a Swift salesman it might be well to learn whether he is peddling soap after hours in your neighborhood.

# Duncan Raps Sun-Maid Raisin Man

## Rejects Advertising and Rips Selling Policy Up the Back—Discrimination Must Stop

AT THIS LATE DATE THE SUN-MAID Raisin Growers' Association has approached Robert G. Duncan on the subject of advertising. Doubtless the double-dealing outfit would like to exchange a juicy advertising contract for Duncan's silence.

¶ It didn't work. Instead of finding Duncan ready to parley for a consideration, the Sun-Maid advertising fixer finds him adamant against business relations with the trust and proof against its money.

### Rips Him Wide Open

¶ The best way to get this before our readers is to publish the Sun-Maid Raisin letter and our reply. The Sun-Maid fixer wrote as follows:

June 25, 1924.

To the Editor,
Duncan's Trade Register,
Couch Building,
Portland, Oregon.

Dear Sir:

During the coming year this association is going to do considerable more trade paper advertising than it ever has done in the past. I hope that the results of this increased advertising will be so apparent to everyone that it will be possible to use an even greater amount of trade paper advertising during the season of 1925 than we will be able to use this year.

For the next twelve months I am going to watch very carefully all trade publications reaching trade groups we are desirous of educating to the advantages of handling Sun-Maid products. From this study I am going to select the trade papers which will carry our advertising during 1925.

So that I will have an opportunity of giving your publication careful consideration I will greatly appreciate your placing me on your mailing list to receive your magazine regularly for the next few months.

Thanking you for your courtesy in this matter, I am

Yours very truly,
SUN-MAID RAISIN GROWERS ASSOCIATION
SALES PROMOTION DIVISION.
(Signed) R. R. Randall.

### Our Withering Reply

¶ We have been "approached" in this manner by other abusers of grocery dealers, but no previous approach angered us quite so much as this feeler. Morris & Company once asked us to publish a statement accompanying the request with an advertising order. We kicked out the ad and published the statement free of charge in order to get a crack at the rotten outfit.

¶ Should we even discuss advertising with the Sun-Maid Raisin Trust we would lose our self-respect and every subscriber we have would be justified in cancelling his subscription and branding the editor as a base bribe-taker and hypocrite.

¶ When we talk advertising with Sun-Maid Raisins they will be sold fairly to all grocery dealers. Not before. Therefore we sent the advertising fixer the following withering reply:

June 30, 1924.

Mr. R. R. Randall,
Sun-Maid Raisin Growers' Ass'n.,
Fresno, California.

Dear Sir:

In reply to your letter of the 25th, will say it would be useless to place your name on the mailing list with a view to soliciting Sun-Maid advertising, as we would not sell you space at any price until Sun-Maid Raisin Growers adopt a policy of square dealing with our subscribers.

Trade Register is supported by subscriptions, not advertising. Thousands of the biggest and best grocery dealers, wholesale and retail, look upon the publication as the untrammeled champion of independent business.

We have rejected all advertising of the Big Five and other monopolists who abuse our subscribers. We have severely criticised Sun-Maid Raisin policy, and expect to protest so long as your Association adheres to present practices in discriminating against our subscribers.

Having just read the address of Mr. Ralph P. Merrit before the Grocers' Convention and noted the lame excuses he offers for giving chainstores a tremendous advantage over independent growers. I am in no frame of mind to talk advertising. Not at all. My publications are not open for business that closes them to criticism of packers who excuse their moral lapses by the most flimsy and preposterous pretensions.

The advertising columns of my publications will be open to Sun-Maid when Sun-Maid Raisins are sold to all grocery dealers fairly. Not before.

Yours very truly,
DUNCAN'S TRADE REGISTER.
Robert G. Duncan,
Editor & Proprietor.

### Them's My Sentiments

¶ They say, "All men have their price." I may have mine, not claiming to have a corner on honesty, but this I know: The Sun-Maid Raisin Growers have not money enough to buy a page of space in one of my publications.

¶ Sun-Maid Raisins are sold direct to chainstores at jobbers' list. This works a hardship on independent retailers, prevents them from meeting chainstore competition, forces them to distribute at a loss or lose their business.

¶ When Sun-Maid reforms I will talk to them about advertising—provided they show proof of repentance and give bond to go straight hereafter. Until they meet the conditions precedent to fair dealing they can't buy space in my papers.

¶ Nor can any other double dealer. So far I have paid my bills without fingering a dollar of tainted money. There are enough honest upright men to sustain my publications. Should they fail me I will quit the business and take up panhandling as a profession.

# Grocery Organizations Still and Stagnant

## No Progress Marked by Wholesalers—Retailers' Organization Degenerate—For Nobody—Nobody for Them

THE EDITOR HAS BEEN A close observer of grocers' organizations for about twenty years, nine of which he has had extraordinary opportunities to view their work as manager of local and state associations and as disinterested observer and critic.

¶ I dislike to say it but if the brutal truth will serve to awaken grocers to real conditions, I will say grocer organizations, local, state and national have degenerated into uselessness—impotency.

### Consider The National

¶ The National Wholesale Grocers' Association long ago made a reputation for standpatism and conservatism which closed its register to all progessive jobbers.

¶ Boss rule and big bugism in the National drove the democratic jobbers to the Southern Wholesale Grocers' Association. The small men felt that they had no place in an organization where Austin—Nichols and a few other chainstores held sway by force of money and absolutely dictated the policies.

¶ Then again the National was unfortunate in getting Beckman as secretary. Beckman made no effort to conceal his disgust and distrust of the organization and finally played the role of Benedict Arnold by organizing the Chainstore Association to finish the wreck he had started.

¶ If the National Association of Wholesale Grocers has ever undertaken or accomplished a single reform or promulgated a progressive platform for the uplift of the grocery business we know nothing about it.

### The Southern Association

¶ As the National declined the Southern rose rapidly to militant power. Its rise was phenomenal, spectacular. Under the able leadership of President J. H. McLaurin, the Southern Association within a few years spread from Dixie over most of the states and threatened to absorb the greater and better parts of the National.

¶ During and following the war jobbers turned to the Southern for relief from the many abuses heaped upon wholesalers by the Big Five and their monopolistic allies. In 1920 the Southern Convention at St. Louis proved the greatest gathering of business men ever held in America. It surpassed the National conventions of our great political parties in enthusiasm, determination and ability.

¶ There the Southern reached the highest point. At least it seems to have been steadily declining in activity and power since the St. Louis meeting.

¶ Just what ails the Southern I cannot say, but certain it is that it is not the militant organization that it was when it forced the Packer Decree and rained mighty blows on F. O. P., S. A. P. and Pro Rata contracts.

¶ Maybe the organization got topheavy. Maybe it tackled too many things—hired too many experts to theorize—too many highbrows to spill misinformation on business men who like strong language in their literature.

¶ Maybe McLaurin is getting along in years and has lost some of that quick spirit that made him so spectacular in action and endeared him to the grocers the world over.

¶ Let it be what it is, the fact remains that Southern is no longer the fighting machine that it was. We seldom hear of the Association at all these days. Since it changed its name to American Association it seems to have lapsed into dignified silence, commercially and politically. The most sensational reports say the headquarters have been moved from Jacksonville to Washington, D. C., and that the secretary resigned to engage in the chainstore business.

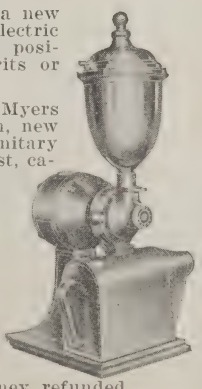
¶ These moves we fear will prove fatal to the American Association. "Westward the star of

If you have never seen a new Holwick ¼ horse power Electric Coffee Mill you are in no position to determine its merits or criticise its value.

It has a Robbins & Myers Motor, 3 lb. aluminum urn, new type of receiving can, sanitary base, ball bearing end-thrust, capacity one pound per minute—any grade of fineness desired and **sells for**

**$60.00**

On easy payments or a liberal discount for cash in 30 days.



Guaranteed same as our other 64 styles of mills and choppers and guaranteed to please the customer or money refunded.

**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

empire takes its course." Necessity will call forth a new Southwestern Association of Wholesale Grocers. A Mirabeau will appear to lead six hundred men "who know how to die." They will come singing the Marseillaise. A Little Corporal will arise to startle the world with brilliant victories. Organizations will come and go, but the grocery business will go on so long as there are people to be fed.

### The Retail Association

¶ The least said the better, but we will take the time to declare it dead, damn'd and delivered. Long ago it ceased to function, if it ever did. For years it has had no plans, no policy, no specifications, no leaders, no purpose except to play small politics within the organization and beg money to waste in senseless entertainment of professional delegates and meal ticket officials.

¶ We have not taken the time to look up President De Puyt's qualifications. He may be an able man for all we know to the contrary; but it would be hard to find poorer timber than three of his predecessors.

¶ We make no bones in naming them. John Schaefer who was president in 1916, 1917, and 1918, was not more than 22 calibre. A small, smooth bore man who might have learned something had he not assumed he knew it all. That was John. It would be hard to find a more inflated egotist than Schaefer. If he had one admirer we don't know who he was.

¶ John Ulmer succeeded Schaefer. The best we can say for Ulmer is that he was a director of the Creasey Corporation and used what little sense and influence he thinks he has to further the interests of the Delaware outlaw company while drawing salary and expenses from the Retail Grocers' Association.

¶ Sir Francis Kamper of Atlanta succeeded John Ulmer, and is ever now past president and member of the Executive Board.

¶ Kamper's pictures are better looking than Ulmer's. In fact Kamper is, to our notion, the prettiest president the Association has had. He pictures like a matinee idol; but when it comes to composing a letter he is no Woodrow Wilson. I can tell you that. So if his letters may be taken as a gauge to his ability as a statesman or political leader, he is not likely to root Lenine from the list of Immortals. It was said of Samuel Johnson, "He talks like an angel and writes like a fool." Kamper looks good, but he writes sumpin' awful.

¶ The above three explain why the Association has petered out. An organization that could survive seven years of Schaefer, Ulmer and Kamper would be the ninth wonder of the world.

### Make Them Mad

¶ While these remarks are intended as constructive criticism the editor makes no secret of his intention to stir up the grocery organizations. When they get mad they will fight. Then they will get somewhere. Somebody must act as agitator; and as that is my profession I accept the office and promise to start a riot even if I have to lock horns with McLaurin personally to get action.

¶ Lethargy is the most deadly disease that can attack a business organization. In life there is nothing static. If we stand still we go backwards. To stop is to stagnate. Our grocery organizations are still and stagnant. The waters must be agitated before they spread contagion like the Upas tree.

¶ So gentlemen, if this isn't insulting enough to rile you, I'll make it stronger and more specific by printing the names of the Judas Iscariots in the membership and showing their several ways of grafting.

¶ Not a word of this is intended for those members who are honorable men. Not a word is meant as censure of officers who have done their duty according to their lights. But, ye gods! how I would like to make its every word cut like a two-edged sword the Judas O. Spicers of the National Association of Wholesale Grocers who have sold their small soul to Proctor for thirty pieces of silver.

¶ And, Oh! how I hope to castigate the Tom Hales of the Southern Association.

¶ No wonder we are sitting on the stool of do-nothing, educating managers for chainstore associations, and shoving respectable retailers into co-operative buying exchanges. Until our National Associations develop the nerve to boot Spicer out of the organization and discipline Tom Hale and Bismarck Anderson of Little Rock, sincere, honest, respectable dealers will not trust their future to the organizations or look to them for guidance.

¶ Enough said. A word to the wise is sufficient. It is a condition and not a theory that confronts grocers. They who will not line up and stay in line must get out and stay out.

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## There's a Reason

SURELY. By making it nearly half cream and adding a large quantity of sugar one can swallow Postum without holding the nose.

¶ We hear of coffee fiends, dope fiends, and cake fiends but no Postum fiends.

¶ There's a reason. To buy the cream to make it palatable would break most any one and the necessary sugar would burn out a chilled steel stomach.

¶ Postum is the biggest fake ever put over on the public. Advertising nothing in particular put it over. They just kept on saying, "There's a reason". And sure enough there is. They need the money.

# Creasey Corporation Wiped Out

## Last of Bolshevik Houses on Pacific Coast Fails—Thelkeld Quits Kansas City Dump in Disgust

GOD HAS SPARED US to record the fall of the last Creasey joint west of the Rocky Mountains. The Seattle Creasey house is on the rocks. The Creasey sign is down; there isn't even the ghost of the great co-operative wholesale grocery which four years ago threatened to exterminate a commercial system which took a thousand years to build up to its present perfection.

### Cost Grocers Third of a Million

¶ Four years ago Creasey had houses in Spokane and Seattle. Just how many grocers were stung by the lying scoundrel will perhaps never be known. We compiled a list of nearly 600 said to "belong to the Seattle house." Charles Gahler who re-organized the Spokane joint told the editor he signed up 300 members for the Spokane house.

¶ That would indicate 900 victims in Washington; and if each paid $300 Creasey would have gotten about $300,000. We happen to know many didn't pay $300 or the notes they gave Creasey. So we might cut the loot to $150,000 actually paid in to the Bolshevik faker. Of this $75,000 went to the hardboiled liars who did the organizing. Managers, auditors, collection lawyers and other necessary sobees probably ate up $50,000 and the remainder used up by Creasey on Bertha Heeger, the Larson grass widow and other petticoat executives. A little slice may have been expended in trying to get a permit in Oregon.

¶ Tom Kinsey may have fingered a couple hundred of the loot in exchange for delivering the United Grocers to Creasey; but we don't think so. All Tom got for his treachery was the job as temporary manager of the Seattle dump. So as a net result of following Creasey the grocers of Washington are out of pocket about $150,000.

### Farewell, Creasey

¶ At the same time we learn that old man Heeger who is some relation to Bertha Heeger, the blonde beauty secretary of the Creasey Corpse, has closed the doors on the Los Angeles dump.

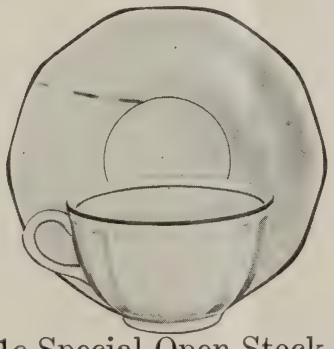
¶ These two failures wipe Creasey from the map of the West. Houses at Spokane, Seattle, Oakland and Los Angeles have gone under.

¶ The Los Angeles joint was turned over to Heeger some time ago. The Seattle joint was


# Have a 1 cent Chinaware Sale

## Buy Direct from the Factory

*A Good Advertisement for your Store.*



*Just the thing where Competition is keen.*

Buy our 1c Special Open Stock Selection

Sold in Plain White Only. Each piece is slightly imperfect, discolored, nips or warps, but all are serviceable—$38.90 each. Shows a nice profit on 1c Sale, quick turnover plan.

The Limoges China Company

*Manufacturing Potters*

Sebring : : : : : : : : Ohio

"sold" to the Creasey Grocery Corporation of Missouri with headquarters at Kansas City. We are very reliably informed that Thelkeld, an ex-jobber from Illinois, got stung in the Missouri section and has quit the outfit in disgust.

### Kansas City and St. Louis

¶ Thelkeld put some money into the reorganized Creasey Grocery Corporation of Missouri. He has quit and returned to Illinois. That means Thelkeld was trimmed by Creasey, and it means that the Missouri corporation is broke.

¶ Last year the remains of the Davenport house and the debris of the Cairo dump were moved to St. Louis and combined with the junk sold to The Creasey Grocery Corporation of Missouri. The failure of the Seattle branch means the failure of Creasey of Missouri.

¶ So Fred Hackman, President of the Creasey Corporation has made a nice mess of the ramshackle Delaware outlaw.

### Wiped Out. Wiped Out

¶ We have sent out for information regarding the Kansas City and St. Louis Creasey joints. We fully expect to find them closed. If so, we have driven old Creasey back across the Mississippi.

¶ Last year we printed a list of 44 Creasey houses closed. Subsequently Dayton, Ohio, quit, making 45 failures. Los Angeles, Seattle, Kansas City, St. Louis and Madison, Wis., make it even fifty.

¶ There's a record for failures such as the world has never beaten and never will beat until it turns topsy-turvy.

¶ The loot collected in the name of co-operation probably amounted to ten million dollars. Most of it went to the hardboiled liars who induced ignorant grocers to part with their money. Creasey claims his whole she-bang worth a million and a half, but we happen to know his corporate possessions could not be sold for $500,000. So we see nine and a half million dollars wrung from struggling merchants and dissipated by the vile scoundrel who has disturbed the grocery business by preaching brotherly love.

### Creasey a Crook

¶ L. L. Creasey is getting old. His hair is white as driven snow. In a little while he will stand before the Judgment Bar. And believe me, he will have much to answer for.

¶ We make no reservation in designating Creasey as the biggest crook in America. Had he preyed upon the rich, we could have excused his depredations. Had he emulated Jesse James, we could at least have admired his courage. Had he been a slick swindler, we could say he is brainy. But as he has preyed upon the helpless and fattened upon the miserable, we loathe the rascal as the most contemptible character in commercial history.

### When He's Busted and Dead

¶ Some may think the editor vindictive in thus pursuing Creasey to his grave. Think what you will. When I took up the cudgel against Creasey I resolved to camp on his trail until his power for evil was destroyed.

¶ While he has one fake branch house I will warn merchants to shun him as they would a pestilence. While he is alive and able to organize crews of conscienceless liars to exploit my subscribers by slandering them, I will sting him with scorpion tongues.

¶ When he is dead, I will write his odious history in order that his Ananias offspring may not prosper by plying his trade. He shall not pass.

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## Raisin Exports Fall Off

RAISIN EXPORTS show a big decline for the eleven months ending with May. In the same period of 1923, 90,897,380 pounds were exported as against 80,814,716 pounds this year. That shows a falling off of over ten million pounds—a decrease of 11%.

¶ The decrease in value of export raisins is greater still. Last year the value was nearly ten million dollars; this year it is a little more than seven million. Therefore, the decrease in returns is about 30%.

¶ Still the Tzar of Sun Maid Raisin Association is blowing about his success with co-operative marketing.

¶ Dealers will do well to remember that there is no shortage of raisins, and that the ten million less exports is available for domestic dealers.

### Dried Apricots Gain

¶ Exports of dried apricots are nearly four times as large as last year. Prune exports leaped from 76 million to 132 million pounds. Dried peach exports increased from 5 to 12 million pounds, while canned peaches declined 3 million pounds.

### Big Business Deadly

¶ In looking over exports it is plain that monopoly packs have declined while products not yet in strong hands as they say have increased.

¶ Raisins, condensed milk, canned beef, peaches and apricots have fallen off. Dried fruits, sardines and dairy produce have increased by leaps and bounds, both in volume and value. Why? The answer is easy. Monopoly is the deadliest poison to business. The very moment a trust gets its tentacles on a product its sale falls off. See raisins and canned beef for example.

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Father—"Young fellow, you couldn't even buy my daughter's hats?"

Dumb-bell—"I could help."

# A College and a Soap

THERE is an interesting fact about FAB, the soapflakes made with cocoanut-oil now being advertised in Duncan's Grocery Searchlight.

¶ Colgate & Co., who make FAB, asked the Domestic Science Department of one of the biggest and best known Colleges in the country to make some soap tests. The workers in the College Laboratory knew a good deal about various soaps and soap flakes, because they are constantly experimenting with washing and other domestic problems.

¶ This test was made to discover what effect FAB and other soap flakes have on the strength of cloth. The College workers of course did not care at all whether the results showed FAB to be better or worse than the others. All they were after was the truth.

### This Was The Test

¶ They took a piece of cotton cloth—nainsook—the kind so much used for underwear, etc. This cloth was cut into strips which were exactly equal. One of the strips was left unwashed. The other strips were washed—some with FAB and some with other soap flakes—using various amounts of the flakes and different degrees of heat in the washing water, in testing each kind of soap.

¶ Then, all these hundreds of strips were tested in a Cloth Testing Machine—made especially to determine the strength of fabrics. This machine pulls the piece of cloth with a perfectly steady and even pull until it tears apart. A clock face and hand on the instrument register the amount of pull, as the cloth is stretched to the breaking point. When the cloth gives way, the hand instantly stops. This shows the exact amount of "pull" which the cloth will stand—or in other words, determines how strong it is.

¶ The strength of every piece washed with the various soap flakes was thus obtained and written down. The original piece, which had not been washed, was also tested. The strength of each piece of washed cloth was then compared with that of the original, unwashed cloth.

### FAB Proved the Best

¶ The pieces washed with FAB in nearly every case were stronger than those washed with other soap flakes. In many cases they were as strong as the original cloth, and in the other cases they were nearly as strong. But cloth washed with the other flakes had been weakened much more.

¶ When these tests on cotton were finished, other tests were made on silks and woolens. The results were the same—cloth washed with FAB was stronger. The experiment was very accurate and very complete—1280 separate tests were made to be sure that no error had crept in.

### Interesting to Women

¶ This is a very interesting thing to women, because they naturally want to know what soap is the safest to use in washing their pretty clothes and for the household linen, etc.

¶ Fab has proved to be the safest—which is not surprising. Colgate & Co. have been making fine soaps for 118 years—it is easy to believe that they know how to make soap flakes that are safe.

¶ There is some strong advertising on FAB running in Duncan's Grocery Searchlight right now, and the housewives are learning from it how good and safe FAB is. The grocer who pushes FAB is the one who will get the most benefit and the largest profit.

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## One Year Ago

ONE YEAR AGO the editor fell heir to The Mercantile Co-Operator, official organ of The Creasey System. As a legacy the paper wasn't worth picking up in the road. I accepted it only that I might show the difference between Creasey and an honest man.

¶ One year has gone. Observe the changes it has brought.

¶ When I took over the wreck Creasey hired the former traitor editor and set him up in the publishing business with a great blare of trumpets to complete the ruin.

### A Lie Cannot Live

¶ If there has been an issue of the Merchants Digest since March we have not been able to find a copy. We are sure the vile sheet petered out as all Creasey schemes peter out. A lie cannot live. Truth will prevail. The Digest was a lie—it could not live.

¶ Yet, when Creasey bought McKechnie and launched the putrid publication it was put forward as a vindicator of the co-operative system.

¶ The boycott was used. McKechnie called upon ignorant Creaseyites to boycott advertisers. Duncan was roasted, grilled, slandered. But Duncan is still publishing the former Mercantile Co-Operator and Creasey's subsidized editor is looking for work.

¶ Let this be a lesson to frauds and fakers. Let it serve as warning to all who maketh and loveth a lie—the Searchlight is alive—the Digest is dead.

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*DUMB-BELL JOTTINGS*

"The Window in his soul," wrote the poet and the dumb-bell thought he meant a pane in his stomach.

# 4 Big Reasons for B

## Why Wholesalers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is Manufactured by an independent company and is the highest quality that can be made in the present state of science.

2nd. Big 4 Naptha Soap is sold exclusively through legitimate, established wholesalers—never sold to or through desk jobbers, mail order jobbers or co-operative buying exchanges.

3rd. Big 4 Naptha Soap is not deleted to pay coupon and free sample expense; it is not loaded with national advertising expense which must be taken from dealers and consumers.

4th. Big 4 Naptha Soap is easily sold to retailers because (1) it is a full measure bar; (2) it gives universal satisfaction; (3) it is not slaughtered by chainstore and mail order price cutters; (4) it is not distributed free to diminish his sales.

**Wholesale grocers who find themselves in competition with des handling many lines of soap for 1 percent, are invited to inves**

**Retailers who are being compelled to handle many lines of soap i and co-operatives are invited to ask their jobbers about Big 4 B**

# IOWA SOA

**Manufacturers of High Gra**

**BURLING**

# ig 4 Naptha Soap

## Why Retailers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is of the highest quality, a full sized bar which enables the retailers to give customers their money's worth.

2nd. Big 4 Naptha Soap is not sold by chainstores, mail order houses and cutters who rely on cut prices to undermine independent dealers.

3rd. Big 4 Naptha Soap is not loaded with national advertising, free coupons and free sample expense which must be borne in large measure by the retailer.

4th. Big 4 Naptha Soap pays the retailer a reasonable living profit for his services as distributor, leaves him free to select the merchandise he wants to offer for sale and above all, the manufacturers never seek to diminish his sales by broadcasting coupons or free samples.

**jobbers, mail-order jobbers and so-called co-operatives who are gate Big 4 Naptha Soap.**

**competition with chainstores and cutters employing desk jobbers ıptha Soap.**

# COMPANY

**e Laundry and Toilet Soaps**

**ON, IOWA**

# The Union Wholesale Grocery Company

## Offspring of Creasey to Demand Direct Sales—Manufacturers Beware

A FELLOW BY THE NAME of Robb, who in our opinion is the prize jackass of the co-operative grocery business, has organized the Union Wholesale Grocery Company with a half dozen Seattle retailers as stockholders and opened up in the old Creasey warehouse at Seattle.

### Who Is Robb?

¶ He was Creasey's Seattle manager. He put the finishing touch on the Seattle Creasey joint. I have seen some of Robb's circular letters and am convinced that he can come nearer to making an ass of himself than any man in America. If he had as much moral character as a skunk he would not have worked for Creasey. If he had brains enough to grease a gimlet he would not have taken charge of a Creasey branch which was doomed to failure. That's as much as we know about him. But it's enough.

¶ We have seen some letters written by Robb saying Harrah Brothers, who have two big retail stores, are backing the Union Wholesale Grocery Company. He intimates that a number of other big retailers are interested. But the best authority justifies us in saying Robb has not more than half a dozen reputable merchants hooked up in the Union Grocery Company.

### Manufacturers, Beware

¶ In his letters to manufacturers Robb says Harrah Brothers and other strong merchants are interested in his company and that all old Creasey members "will buy from us."

¶ Robb is a four-flusher and a liar. The Creaseyites didn't trade with Robb when he was manager for Creasey. Who will they trade with now when he is managing a house for Harrah Brothers? Does Robb mean to tell us he can do better by merchants with $10,000 capital than he could with the "$3,000,000 Creasey Corporation" back of him?

¶ Robb claims he has $10,000 capital. Don't you believe it. There aren't ten merchants in the State of Washington who would risk Robb with $1,000 of their money. There isn't a manufacturer in America who would credit Robb's house for $500. About all the capital the Union Wholesale Grocery Company has is the so-called Creasey organization, which consists of a stenographer who ought to take another course in a business college and brush up on grammar.

### About Harrah Brothers

¶ They have two big stores and are noted for price cutting. Why should they pay rent on a warehouse and tolerate Robb? Do they hope to exact direct sales for their stores by having a liar like Robb pretend the Creasey crew is going to buy through the Union Grocery Company? Just what is their game?

¶ Of course we can see where Harrah Brothers might make a killing dealing with a company owned by themselves and managed by their handpicked tool, Robb. Such arrangement would come in handy in evading responsibility. Harrah Brothers could easily make prices to themselves that would bust Robb again. But what about the easy marks who sell Robb? Could they fall back on Harrah Brothers for their money? No, Sir. Not by a jugful.

### The Old Creasey Game

¶ Old Creasey has played that game to a fare you well. Thru his interjuggled corporations he skins some manufacturers each year. When there is risk to be taken, some subsidiary corporation goes broke and the Creasey Corporation gets the swag.

¶ It was done at Columbus, Ohio, Dayton, Dallas, Houston, Seattle and a score of other places.

¶ Robb may have gotten wise to the merits of the Creasey system and put Harrah Brothers next to the benefits to be derived.

¶ We do not insinuate that Harrah Brothers have gone into this thing with the intention of bankrupting the Union Grocery Company for their own benefit; but any one can see where such interjuggled corporations can be used for such purposes.

¶ Manufacturers should not sell the Union Wholesale Grocery Company under any circumstances as it is admittedly organized to exact discounts for its retailer stockholders.

¶ No square shooter will sell the concern. And our hope is that every double-crossing crook that sells Robb's outfits gets skinned alive.

¶ What's more we propose to furnish free publicity for every manufacturer who slips Harrah Brothers a lower price through their resurrected Creasey co-operative.

### They Make Me Tired

¶ Talk no more of the iniquity of selling chains direct. Skaggs has a darn sight better right to direct sales at jobbers' list than the Union Grocery Company. What is the use of fighting for independent grocers when they will associate themselves with a blackmailer like Robb to exact the very abuses they complain of? Aren't they a consistent bunch of damned hypocrites! I'll say they are.

¶ In the meantime keep your eye on Robb's latest. If we don't run it ragged in six months we will quit the publishing business. Watch it go.

# Physician Heal Thy Self

## Grocer Must Develop Self-Reliance—Can Correct All Trade Evils by Firm Stand

IT HAS BEEN SHOWN that 85 percent of all sales in the grocery field are directly due to the retailer and his clerks. The other 15 percent are due to efforts of wholesalers and their salesmen.

¶ That being the case, grocers hold 100% of the power to make or mar manufacturers and packers. They simply cannot get their products to consumers without the assistance of jobbers and retailers.

### Use That Power

¶ In international affairs the nation holding the balance of power dictates policies. War and peace can be made only with its consent. It is so in Congress, in Parliament and in politics. We have just witnessed a demonstration in our own Congress where a small minority held the balance of power and dictated all legislation.

¶ Grocers are not in the position of the insurgent group. They are vastly in the majority. No combination can be formed against them. All they need do is to assert themselves, make their demands and get them so long as they are reasonable.

### Then Why Beg?

¶ This being the position of the grocer, why is he begging for a little justice? Why petition for fair treatment from the manufacturers who are totally dependent upon his good will and assistance? Is it because grocers are without leaders? It is. They haven't a semblance of organization. There are no agitators worthy of the title. There is no class consciousness among them. They have not yet been oppressed sufficiently to anger them. When they are ground down a little more they will assert themselves.

¶ Then they will learn their strength and wonder why they did not exercise their latent power sooner.

### What Beggars Get

¶ So long as the American colonists supplicated from the foot of the throne, they got insults heaped upon injuries. When they declared their independence and took up arms for human rights, they attained independence and won glory for themselves and succeeding generations.

¶ It will be so with grocers. When they sign a declaration of independence and war upon their oppressors they will find themselves indispensable to the high moguls who now look down upon them and treat them with contumely.

---

# A Creasey Cheapskate

## Wants His Money Back

LAST YEAR a Wisconsin Creasey member who was about to be sued for $250 with interest for several years, sent Bob Duncan power of attorney and subscribed $10 toward the expense of a lawsuit.

¶ Duncan wrote a lot of letters, furnished the fellow's lawyer a lot of documentary evidence, and in short did about $40 worth of work to keep Creasey from collecting the $250 with interest.

¶ The other day the fellow wrote Bob saying he had settled with Creasey and wanted his $10 back.

¶ Bob asked him to state the sum for which he settled. He refused but demanded his $10 again. Did he get it? No.

¶ That fellow is our idea of a cheapskate. He had no moral or legal right to settle with Creasey after giving power of attorney in the matter. My work in his behalf made it possible for him to settle for maybe $100 or less. But he wants every red cent of his voluntary contribution returned.

¶ Mind you, he sent the money and power of attorney on advice of his attorney. I never asked him for either. Wonder if he will demand the return of the fee he paid the attorney who advised him to send me $10.

¶ Well, if Creasey didn't hook a fine bunch of skates no co-operator ever did. Not over 2 per cent of them seem to understand the nature of an obligation.

---

## Warning—Look Out

THE KNICKERBOCKER MERCANTILE COMPANY is operating on Michigan retailers in much the same way that Creasey trimmed suckers from coast to coast.

¶ Our advice is this: When you buy a service contract or join a co-operative, make them give a surety bond before paying them a red cent.

¶ Should the Knickerbocker outfit call on you ask them if they can give bond to fulfill their contracts. And be sure the bonding company is not a bird of the same feather.

# What Happened to Rome?

## Will History Repeat Itself?

THE ROMAN CONSTITUTION, developed by necessity, was a wonderful monument to human wisdom. The nobility was powerful but the people were not ground down. There was no oppressive laws. Human rights were retained and new privileges extorted until the people were sufficiently powerful to be courted by aristocratic demagogues, like Catiline and Caesar, who corrupted the electorate and subverted liberties by buying votes.

¶ For five hundred years not a man arose to contest for supremacy with the Romans, and the proud symbol "SPQR," (*Senatus, Populusque Romanus*—Senate and People of Rome) on the standards of the armies of the republic was borne to the ends of the earth.

¶ When the senate came to be made up of malefactors of great wealth selected by generals; when the tribunes of the people were creatures of aristocrats they were elected to oppose; when the high priest was chosen for political reasons, without regard to moral consideration; when nobles left their ranks to steel the few offices the people controlled—then the constitution under which the Romans had made conquest of the world became subverted, and the empire was a consolidated despotism.

¶ The Constitution of the United States of America is a still greater monument to human wisdom. But see how it is being subverted. See our senate composed of millionaires. Observe Newberry's methods. Compare Daugherty and Sulla, Mellon and Crassus.

¶ If there is anything in signs the United States of America is rushing to consolidated power and corruption at a much faster pace than the Roman Republic traveled to despotism and destruction.

¶ Will history repeat itself? Is this corruption we see the handwriting on the wall? Think it over and ask yourself, "How long will it be until two thousand people own America as a like number owned the earth at the time of Marcus Aurelius?"

¶ From Marcus Aurelius the progress of the Roman Empire was swift—downward—to its ultimate extinction.

¶ Concentration of wealth and power in a few hands necessitated a despotism to hold the people in subjection. But slaves would not fight for their masters. There were no human rights to defend. Then come Goths and Vandals plundering the ruins of the proud city. Alaric laid Rome under tribute; Genseric, the Vandal king, pillaged the imperial city and took captive the women of the degenerate emperor.

¶ Think that over, you men of great wealth—you Mellons and Newberries and Rockefellers and Morgans. Consider the end and you may stay your haste to accumulate all the wealth of the world. Perhaps it will be well to leave something for the people—some incentive to defend their homes and human rights.

---

# Something New in a Can Opener

## "Polly Can-Cutter" Operates on Disc Principle—Has Tremendous Appeal at Low Introductory Retail Price of 25c—Gellman Wrench Corp. is Manufacturer

WE BELIEVE we have something which marks the greatest advance in can openers since the invention of that instrument, said A. W. Gellman, President of the Gellman Wrench Corporation, when he was interviewed in regard to "Polly Can-Cutter," which has been put on the market. "The new can opener is like nothing else on the market. Its operation is simplicity itself and yet it involves no danger from cutting, tearing, ripping, jabbing or spilling.

"Polly Can-Cutter" will remove the tops of the cans entire, leaving a smooth cut edge. It enables the housewife to remove contents of cans completely and any chance of injury to hands or fabrics is eliminated.

We believe "Polly Can-Cutter" is the first can opener to be separately packaged. We are putting it out in a neat two color carton in connection with a novel display stand. At 25c, "Polly Can-Cutter" will sweep the country and make a whirlwind success. We have formulated an unusual attractive proposition for the jobber and dealer so we expect "Polly Can-Cutter" to revolutionize all prevailing conceptions of what a can opener is.

We want every dealer in this country to be enthusiastic about "Polly Can-Cutter" as we are, so we will be glad to send "Polly Can-Cutter" with our compliments to any dealer who will write us on his business letterhead. Simply address The Gellman Wrench Corporation, Rock Island, Illinois.

# Why Co-Operation Fails

## Too Much Selfishness, Disloyalty and Treachery

THE OTHER DAY a passing delegate to the Retail Grocers' Convention said, "The co-operative spirit is getting very strong."

¶ "What sort of co-operation do you refer to?"

¶ "Co-operative buying," he replied. "Don't you think it can be worked out?"

¶ "It's a beautiful theory," we said. "It can never work out successfully until you change human nature."

### He Didn't Understand

¶ It was easy to see the gentleman had the co-operative bee, but as he expressed a desire for the editor's opinion I explained to him that men who go into co-operative enterprises do so from purely selfish motives—for dimes and dollars—to get more for themselves—and that they forget the co-operative the very moment some one offers them a lower price.

¶ He admitted such was the truth, but he wanted to know if that flaw could not be repaired or if there were other defects.

### Full of Defects

¶ "That is one of many," we answered. Being asked to state other faults in the system we continued along these lines.

¶ Most co-operatives are started without adequate capital. If these get the necessary capital it is raised on the promise of big savings to the members. If they employ a competent manager and capable accountants they will not be able to show big savings. If they get cheap managers the chances are ten to one they will ruin the concern before it gets started.

¶ If they don't give credit the strong merchants will think it an outrage; if they credit weak merchants the strong ones will kick up a fuss.

¶ Then there is the question of electing officers. If the best men are selected they will want to be paid for their time. If they serve without pay they will be suspected of getting the best of it. If weak incompetent men get in office they will wreck the business.

¶ If the members invest equal amounts the small buyers will think they are financing the big buyers' purchases.

¶ But let us assume that the thing is properly financed, that they get a first-class manager, and that everything is lovely. You know how men are. Jones and Smith are buying P. & G. co-operatively and selling it at the same price. Along comes some one and offers Smith P. &


# A Contribution to Happier Homes

**Here's Something New—**

**An Oft Made Claim—**

**Seldom True**

*You've had COOK BOOKS of many varieties—*
*you probably possess a BOOK OF GAMES.*
*Of course you have seen in your magazines some of*
*FRANCES TIPTON HUNTER'S*
*wonderful pictures of child life, but can you recall*

## A CHILDREN'S PARTY BOOK

The new way to brighten up home life, helps mother to make the kiddies happy. Worked out by the brightest minds among America's home builders.

**A 40-PAGE BOOK with 10 Pages in Multi-colors**
**4 Pages Devoted to Each Occasion**

New Years Day George Washington's Birthday Easter Halloween Christmas
Valentines Day St. Patrick's Day Patriotic Days Thanksgiving Day Birthdays

tells mother how to arrange the party; what games to play—how to play them; what cakes to bake, and how to bake them. In fact, everything from sending out the invitations clear through.

*New recipes for delicious confections and refreshments by*

HELEN HARRINGTON DOWNING

Cheaply priced at half a dollar, but to contribute our share to the Better Home Movement, we will send it to you for five two cent stamps.

**DON'T WAIT—THE SUPPLY IS LIMITED**

**Marion Jane Parker**
**1020 S. Karlov Ave., Chicago, Ill.**

Please send me my copy of the "Children's Party Book". I am enclosing five two cent stamps.

Name .....

Street .....

Town ..... State .....

G. dope for less than he pays the co-op. He grabs it and cuts it.

¶ Right there Jones gets it into his head that Smith is getting the best of him in the co-op. The trouble starts. At the next meeting Jones makes a few sarcastic remarks about "how some people sell goods below cost."

¶ Smith gets red in the face, tells where he got the soap and how cheap. Right there and then, Young, Brown and Henderson get the hunch that they can buy cheaper in the open market. So they quit or insult the manager by demanding, "How is it that other concerns undersell us?"

### Disloyalty and Treachery

¶ Before you can make a success of co-operative concerns you will have to change human nature. Men do not join co-ops because they believe in them—they go in to get more money for themselves. It is easy to get them to take the best of it, but where is there an organization in which 50% of the members will gracefully take the worst of the break when prices decline?

¶ Try it out on any dozen men. If the manager makes a good buy, the members take all they can get. If you don't watch out some will take all. But just let the manager guess wrong and see how many find ways to stand from under.

¶ Most co-operators want to play the game heads I win, tails you lose. Not one in ten is loyal to his co-op. The very moment markets break they buy where they can get the best price leaving their own wholesale house to work off the stocks on sucker members..

¶ Most co-operators join without any intention of loyally supporting the concern. They think being members will enable them to get better prices from jobbers. These are traitors, hypocrites. No concern can succeed with 10% of the membership playing Judas Iscariot 365 days in the year.

### The Speculative Feature

¶ Until the world is remade and mankind is overhauled there will be fluctuations in the price of both money and commodities. And as long as there are speculative features it will be impossible to operate a co-operative enterprise.

¶ To satisfy the co-operators, prices must be low. To keep prices under the other fellow there must be economy in overhead and very slim profit. Therefore, when markets break and members fail to take their part of the purchase, there is no money to take up losses.

¶ But let us assume that each pays in $1,000; that they get a capable manager and everybody is square with the co-op. Let's say they sell to themselves on a safe margin, get favorable breaks in the market and make $100,000 profit. How are they going to divide the profits?

¶ Are they going to pay dividends on the basis of investment? No, that wouldn't be co-operation—it would be that damnable competitive system. That would never do. The dividends were made on purchases—the big buyers contributed more than little purchasers. Therefore the profits must be distributed so much on the dollar of purchases—some will get big checks and some will get small checks.

¶ Right there hell will pop. The small fry will say, "I don't believe that fellow Johnson bought any such quantity. I believe he fixed that up with the manager. I'm going to pull out. My idea was that the profits were to be distributed at the time of purchasing. I didn't think it was going to be a profiteering concern. I was told it was to be co-operative. I'm through."

¶ Then there is temptation for the manager. Knowing that big profits are quite as apt to disrupt the concern as no profits, he might find ways of getting a rake-off without any one being any wiser.

### Then To Sum Up

¶ Rebuild men; change human nature; remove selfishness and greed; make men love their neighbors as themselves; equalize the volume of business; eliminate the spectacular feature; never let prices decline when the co-operative is stocked up; eradicate distrust; see to it that no competitive man offers lower prices; get managers who will not take commissions for themselves; get bookkeepers who are 100% perfect and honest; get members who will be loyal no matter which way the market breaks; then may be you will be able to put the co-operative theory into practice.

¶ Such was our sermon to our caller. It seemed to convert him. At least he offered no argument in opposition; but you can never tell; for when a man is once bitten by the co-op bug nothing short of sad experience will convince him that co-operation is but the cube root of a vacuum.

¶ Socialists and Communists have the good sense to admit that their systems cannot be applied in a competitive country. They know Communism can't exist where there is competition. They have brains enough to understand that a Socialist state cannot exist in a competitive nation. But these co-operative grocers seem to think they can make a success of a socialistic buying exchange and selling in a competitive market.

¶ Their idea is that co-operation begins and ends with themselves. They don't propose to pass the profits back to the manufacturers or on to the consumers. No, no. That would be carrying co-operation too far.

¶ Well, they will learn that such ignoble selfishness is foredoomed to failure.

# Don't Pay Creasey

## Wait Awhile—Wait Until He Fails

WE ARE ADVISED that a number of merchants are settling with the Creasy Corporation for 50c on the dollar.

¶ To our way of thinking they are rash. If they will hold off awhile Creasey may be glad to settle for 10c on the dollar.

¶ At the rate that Creasey branch houses are being closed there won't be anything left of the Creasey Corporation. If signs fail not the concern will blow up within a year at most. If the victims will hold on to their money and delay settlement it will facilitate matters.

¶ Last year Creasey demanded payment in full. This year he will settle for almost anything. Wait six months. He may take 10c on the dollar. In a year you may not be asked to pay anything.

---

¶ There are several recipes for making success but the surest is that old-fashioned one—"hard-work."


# FOR SALE

**Grocery Business in Union Center, Wisconsin. Gross Sales in 1923 were over $19000.00. Net profit $3347.53.**

A fine opportunity for a live man. Present owner is in poor health and will dispose of real estate and business, including all stock and fixtures, at a very reasonable price.

Store building is 40x58 feet, 28 feet high, full basement, 9 foot ceiling. Hall overhead has 14 foot ceiling. Value $12000. Stock and fixtures will invoice $7000. Write to

**NEURURER CO., Union Center, Wis.**

# Sheffer Game and Picture Products

## Will Bring the Children Into Your Store

### Olsen's BASEBALL

*Played With Cards*

**The Whirlwind Game**

**Price per doz. $6.00, per gross $54**

**Sample Pack 85c Postpaid**

### "OH-CHARLIE!"

*It's a Scream!*

**Try and put "Charlie" together.**

Packed in special pocket size case. 50 cards to the pack.

**Price per doz. $3.50, per gross $36**

**Sample Pack 50c Postpaid**

**STRIP PICTURES** "Stars of the Movies," "Stars of Baseball," "Kings and Queens of the Movies in their Famous Characters," Mack Sennett's Famous "Bathing Beauties." 10 pictures to the strip, two sizes, 2½x13 and 2x32 inches. Retail at 1c per strip, cost you 65c per gross strips. Special cards for free distribution giving rules of the game. "Pitch and Toss" given free with each order.

**MOVIE STAR PICTURE PUZZLES** Fifty different puzzles. Each enclosed in sealed envelope with a special PRIZE OFFER to each child sending in correct solution of not less than ten different puzzles. It brings the "KIDDIES" in with their nickels. Retails at two for five, or five cents. Costs you $15.00 per 1,000 assorted puzzles.

*Samples FREE to rated concerns.*

**MAX B. SHEFFER CARD CO.**

**3672 Milwaukee Avenue - - Chicago, Illinois**

## How Will It Operate?

SOME OF THE delegates organized the Associated Grocers, a buying exchange, at the Los Angeles Convention. It is reported they will confine operations to New York for the present but hope to work out a plan by which merchants far and wide may join.

### Yes, Join. Sure

¶ There will be no trouble in joining. If they have any hitch in working out the plan, John Ulmer can explain how Creasey "takes them in," wherever they are.

¶ Getting in will be easy. Getting out will be quite another thing, especially with half of what they put in.

### Anything Will Help

¶ The Associated Grocers is doubtless intended to take the place of the National Association of Retail Grocers. In no other way can we account for the buying exchange being launched at the Los Angeles meeting. Seeing the Association on the reef a hopeless wreck some of the delegates doubtless felt that they had a chance to throw out a lifeline, to themselves even if it cost the scattered suckers a piece of change.

¶ Most anything will help the National Retail Association. Nothing could possibly hurt it.

### How Absurd!

¶ If there is a buying exchange that is a success we know nothing of it. It is an utter impossibility for such concerns to beat the competition of everybody. Grocers are so loyal to their buying exchanges that they will buy only so long as the concern is losing money on them.

¶ Then how absurd to think detached merchants in remote sections will stand for the miserable service a national buying exchange could render.

## Co-Operation Defined

A PARADOX is a thing which is apparently absurd, but true. Co-operation, then, is the antithesis of a paradox—it is apparently true, but wholly false.

¶ Some think co-operation is brought about by a set or class of men getting together and buying or selling what they need or produce.

¶ That isn't co-operation—it is a combine.

¶ The dictionary defines co-operation as "working together". Then to get any sense out of co-operative buying the buyers must stand in with sellers and stick up the price so at least two of the three factors might be said to work together.

¶ Therefore, in co-operative buying the buyers are not working together with other factors at all. They are merely combining power to extort prices which may destroy industries.

¶ Combinations of sellers are prohibited by law, and it would seem that buying combinations should fall under the same statute; but we see buying exchanges springing up on all sides without a protest or prosecution.

¶ If big manufacturers should start a selling exchange as a means of bettering themselves, there would be instant application of the laws. Still we can't see the sense of justice that permits a buying exchange and prohibits a selling combine. To our way of thinking both are combinations in restraint of trade and equally unlawful.

---

## Just So, Just So

THE McNARY-HAUGEN BILL was killed, wheat went up 10% in ten days and American dollars remain at 100 cents.

¶ Had the infamous measure carried wheat might have gone up but American dollars would have declined until a bushel of money would not purchase a bushel of wheat.

DANDELION
BUTTER COLOR

Mr. Store Keeper—Always carry and display the 35 and 65 cent bottles. Sure profit maker. If it doesn't sell fast enough return it to any wholesaler or jobber for cash. Prices guaranteed.

**Advertised Big in Farm Journals**

Purely vegetable. Harmless. Meets all state and national food laws. Standard butter color for fifty years. Prize winner in all butter shows. Directions on bottle.

**WELLS & RICHARDSON CO., Inc. Burlington, Vt.**

## A Fine Excuse

A CREASEYITE WRITES us saying, "I have bought very little from the Creasey System but it has paid me ten times the price of membership in making stickup jobbers cut the price."

¶ That's old stuff. It has been preached and pulled for years by Creasey, but it is 99.44% lie.

¶ Why pay Creasey $300? Why not bluff the jobbers by saying you buy from Sledd? Or why not lie about some jobber right at home? Why pay Creasey for the privilege of lying about buying from Creasey?

¶ By the eternal! I am sick of Creasey and Creaseyites. The Old Man seems to have spread the virus of falsehood from coast to coast. I could stand it if their lies were smoother; but they are so bumpy!

¶ Saved money by telling them he bought from Creasey! Why didn't he save his $300 and tell them he could get a much lower price from Austin-Nichols?

¶ Men, if a lie does the work, just go on and lie. If the use of Creasey's name makes jobbers cut the price, why go on and lie about buying from Creasey; but, for the love of Mike! don't think you have to pay Creasey. He has no patent on lying.

¶ Well, maybe we're wrong. The way the old Co-Operator spreads them around looks as though he might have bought the patent rights of Ananias and made numerous improvements.

¶ By George! Maybe Creasey has been selling county rights to lie in his name instead of service contracts. Whoop! Stand back and give us room to lie. It certainly makes jobbers cut the price.

---

## Why He Failed

THE ONLY THING that kept L. L. Creasey from making a big fortune was being crooked. Had he put the same enthusiasm and energy into any legitimate business Creasey would today be a multi-millionaire.

¶ Had Creasey even made an honest effort to apply the co-operative theory to the grocery business he would have won renown as a forward-looking man and perhaps made a name for himself as did Henry George on an equally foolish theory. But Creasey could not go straight. There was no sincerity in him. He was surrounded by hypocrites and liars. He never lost an opportunity to profit from the misfortunes of others. He placed self-interest above principle. So today he is a commercial outcast and none but speak of him with loathing.

¶ Maybe Creasey has wrung a few thousand dollars from the shady game, but what is money, pray! to him who has no reputation for truth and veracity?

¶ Reputation! the precious metal that gives this human dross its currency. What of that has L. L. Creasey as the shadows of evening gather about his feet like ghosts on the Hills of Marven?

---

## It's No Better

THE RETAILERS' PRESIDENT is of the opinion that the Better Grocers' Bureau is not so much better as to attract retailers into joining or wholesalers into financing it.

¶ However perfect the plans for the Better Grocers' Bureau may have been there was one fatal blow. They asked the wholesalers to finance it and maintain it. That killed it. Any time you start to make retail grocers better by begging from wholesale grocers, you are not going to improve the condition of the beggars.

¶ When retail grocers reach into their pockets for money to finance their organizations we may expect progress, but so long as they are dependents begging alms they will remain where they are.

¶ The Better Grocers' Bureau may be what its name implies but there is nothing to show that grocers are any better at paying their way to get in.

---

## What Chainstores Do

IN SECTIONS where chainstores are thickest independent dealers are being stamped out and wholesalers driven to consolidation.

¶ The wholesale grocers are the only class that has not increased with population. Why?

¶ In the first place Chicago mail order houses selling groceries at cost in combination with junk paying 200% profit, drove out many wholesalers. Then came Armour with 375 branch houses and hundreds of peddler car routes plundering like a modern Vandal.

¶ In the wake of these monsters comes the chainstores demanding direct sales from our National advertising buccaneers.

¶ The man who can't see the ultimate outcome of the system is deaf, dumb and blind—and we wouldn't be surprised to learn that he is loco.

---

¶ Abe Isaac, who stole 69 hats from his employers for his sweetheart, discovered that the girl had no love for him. Perhaps Abe will learn from his experience that women are not won with such trash, especially by thieves.

---

¶ It was said by some man who had good reasons to know that "a man who will lie, will steal," etc. The saying can be reversed. A man who will steal will lie. How then can a thief expect a woman to believe him even when he says, "I love you?"

The Independent Line of

# PLAYING CARDS

**The Line That**
**PAYS**
**BETTER**
**PROFIT**
**to the Trade**

### Betsy Ross

Telescope Cases, Gold Edges

1 and 2 gross **$49.00** per gross
3 gross **$48.00** per gross

### Golf

A superior card for home and club play.

1 and 2 gross **$39.00** per gross
3 gross **$38.00** per gross

### Matchless

A substantial sturdy card.

1 and 2 gross **$32.50** per gross
3 gross **$31.50** per gross

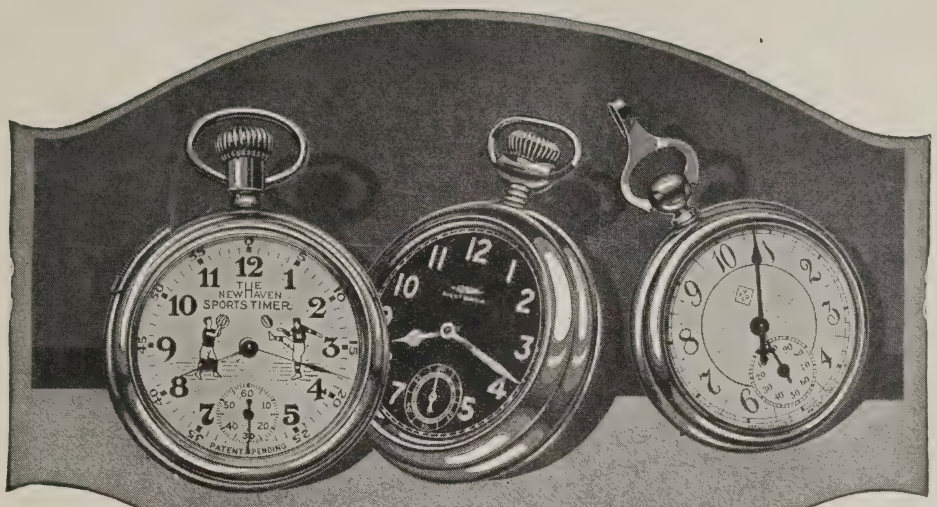
### Midland Special

Made to meet the demand for a cheap card.

1 and 2 gross **$25.00** per gross
3 gross **$24.00** per gross

Terms—2% 10 days, net thereafter, freight prepaid to destination on quantities of 3 gross and over. Smaller quantities shipped transportation charges collect.

**MIDLAND PLAYING CARD CO., 3670 Milwaukee Ave., Chicago**




# New Haven Products

## *Leader!—All Three*

### THE NEW HAVEN SPORTS TIMER

A Combination Watch and Timer, and is better than the ordinary stop watch, for football, basketball, hockey games, etc., inasmuch as it automatically takes time out and shows the actual time played only. When not used as a timer, it is used as a regular watch.

**Retail Price, $2.50**

---

### THE LEONARD NIGHT WATCH

New Improved Thin Model, Stem Wind, PULL OUT Pendant Set, Antique Bow and Flat Crown. Case finished Plain Nickel Polished Black Dials with Hands and Numerals treated so that you can tell time in the dark.

**Retail Price, $2.50**

---

### THE 100 MILE PEDOMETER

Wonderful instrument for recording the distance covered by walking. They go well when offered to Boy Scouts, Campfire Girls, hikers and many others. Just hang one on pocket edge or skirt band and it registers the miles up to one hundred. Adjustable to your stride.

**Retail Price, $2.50**

---

***PATRONIZE YOUR NEAREST DEALER***

THE NEW HAVEN CLOCK CO.
EST. NEW HAVEN CONN. 1817

# Don't Go Broke Figuring Profits Wrong

PRESTOLOG
(TRADE MARK REGISTERED)
PROFITMETER
THIS INSTRUMENT COMPUTES ACCURATELY
PER CENT OF PROFIT ON SELLING PRICE
DIRECTIONS: TO FIND SELLING PRICE SET THIS ARROW
OPPOSITE YOUR COST THEN READ SELLING PRICE
OPPOSITE PER CENT OF PROFIT DESIRED
No 556
If cost is given by the case of one or more dozens set
the line showing number of dozens opposite your cost
Read COST of each UNIT opposite "arrow"
and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
PER CENT OF PROFIT

6 doz. cost $14.40

that's 20¢ each

you want to make 20%

sell them for 25¢ each — simple isn't it?

**The PRESTOLOG PROFITMETER figures your percentage of profit on the SELLING PRICE.**

You know, many a man has gone broke trying to do business by figuring his profits on his cost instead of on his selling price. It's an easy mistake to make with a pencil, but you can't make it with a Profitmeter.

## Here's the way to do it!

Simply turn the inside disk so six dozen is directly opposite the number 144 ($14.40).

The arrow on the inner disk instantly gives you the unit price—200 (20c).

Opposite 20 percent you find the figure 250—25c apiece—your unit selling price, at 20 percent profit.

By the same method you can find the selling price per dozen at any desired percentage of profit on any given selling price.

The Prestolog Profitmeter is convenient in size, easy to operate, and quick to give you the answer you want. Just turn the disk once and your answer is there.

**It's a big time saver!**
**It insures accuracy!**
**Price $2.00 postpaid.**

***For Sale by***

## DUNCAN'S TRADE REGISTER

**713 Couch Building - - Portland, Oregon**

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# SEARCHLIGHT

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VOL. XIV 20 S. Utica St., Waukegan, Ill. No. 3

# *August, 1924*

AUG 20 1924

UNIVERSITY OF ILLINOIS

## In This Issue

Paste the List of Undesirables Over Your Desk!

Creasey Yells for Police

Connolly Gets Raw Deal

Farmers Put Real Money into "Co-operative" and—Lose

Wilson Packing Company Rocks "Big Five" Boat

Reynolds Tobacco Again

Wisconsin Grocers Persecuted

Entered as Second Class Matter at Waukegan, Illinois

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**Quality Matches -:- Non-Poisonous -.- Best and Safest for Home and Family**

Sticks do NOT BREAK.
Heads do NOT FLY OFF.
There is NO AFTER-GLOW.
The charred parts DO NOT FALL on your CARPETS.
They show GOOD PROFIT to the dealer.
They are ABSOLUTELY guaranteed to be RIGHT.
Sell them and **safeguard the homes of your customers.**

**The Ohio Match Company**

**Wadsworth, Ohio**

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VOL XIV | AUGUST, 1924 | No. 3


# The List of Undesirables

## Paste It Over the Buyer's Desk—Have No Traffic with Your Enemies

WE COULD PRINT a list of one thousand concerns which have forfeited all right to the confidence and patronage of independent grocery dealers, but to do so would be to get no action on any of them.

¶ Therefore we have selected a few of the worst offenders to head our new List of Undesirables in the hope that our readers will paste the list over their desks and use some horse sense in protecting themselves and their customers from these double-distilled dissemblers.

### The List

¶ ARMOUR & COMPANY—Why they should be shunned. Attempted food monopoly, broke the law, entered voluntarily an agreement to quit the grocery business, repudiated their agreement, double-crossed grocers. They can't be trusted.

¶ ARMOUR GRAIN COMPANY—Owned by Armour family, issued fraudulent certificates covering twelve million bushels of wheat, was suspended from the Board of Trade for twenty years. Is now unloading on farmers.

¶ AUNT JEMIMA MILLS—They pack a pancake mixture that isn't worth anything like what consumers are asked to pay. The greater part of the price is advertising expense.

¶ The Creasey Corporation and other exploiters of grocery dealers handle Aunt Jemima Pancake Flour "at cost, plus 3%". That means chainstores buy it direct if they buy it at all. Enough said.

¶ CALIFORNIA RAISIN GROWERS—This outfit packs Sun Maid Raisins and boasts of having control of 85% of American raisins. During the war they submitted grocery dealers to the hardest conditions. After the war they declared their intention to continue F. O. P., S. A. P. and Pro Rata contracts. Recently they announced direct sales to chainstores and now justify the infamy by saying, "We made the concession to prevent prosecution under the Anti-trust laws."

¶ Grocers will get cheap raisins if they will compel this lawless combine to market their vast packs exclusively through chainstores.

¶ CALIFORNIA PACKING CORPORATION—This concern is a semi-trust ramified with the Big Five. They sell chainstores, hotels, restaurants, logging camps, etc., direct at lower prices than independent retailers pay.

¶ KIRK SOAP COMPANY—They are doing all the things that Palmolive Soap Company practices. Their products are retailed by chainstores at less than wholesalers pay in carlots.

¶ For years Kirk has made and marketed several kinds of Castile Soap. It is discovered that none of their "Castile" soaps contain a particle of olive oil.

¶ LIBBY, McNEILL & LIBBY—It is a 100% Swift subsidiary which carries on the grocery business which Swift agreed to quit. They sell chainstores, hotels, etc., at lower prices than retailers get.

¶ MAPL-FLAKE MILLS—This is one of the 762 corporations owned or controlled by the Big Five. It is the cereal milling segment of Armour Grain Company and should be avoided by grocers who want a square deal as the concern is a notorious double-dealer, packing private brands for co-operative fakers and selling chainstores direct.

¶ PALMOLIVE SOAP COMPANY—They are playing the same game that Reynolds Tobacco is playing—permitting such concerns as the Creasey Corporation to handle their lines for the cash discount and thereby supplying chains and cutters at lower prices than independent dealers are compelled to pay.

¶ PROCTOR & GAMBLE—This concern has run the whole gamut of trade abuses, too num-

erous to mention. They withdrew their lines from jobbers, denounced them as inefficients, entered competition with their distributors, failed at direct selling, bribed Judases to betray their associates, give chainstores the best of it. They have practiced and are still practicing coupon games which force retailers to buy deals out of all proportion to the coupons redeemed. They have forfeited all right to grocers' support and should be driven out of business.

¶ REYNOLDS TOBACCO COMPANY—This outfit is a Wall Street buccaneer whose sales policies are nothing short of thievery. They have permitted desk jobbers of small credit rating to dropship their products into the remotest corners for the cash discount. They have suffered to Creasey to exploit grocers by cutting their prices. They are now turning in orders to Iscariot jobbers who give 10% off. This forces wholesalers to distribute Reynolds' long profit dope at or below cost of doing business. Self-respecting jobbers should make an example of Reynolds Tobacco Company by obstructing their sales.

¶ They have lodged complaints with the Trade Commission against every wholesaler who has protested against their nefarious practices. Their policy plainly says, "To hell with grocers. We'll make 'em like it."

¶ THE SHINOLA COMPANY—They make shoe polish and practice some of the smallest stuff we have found in the world of duplicity. They rake up such small orders as they can get, sell the wholesalers what they can, and then sneak up the alley and sell some cash and carry cutter or 5c and 10c store a jag of polish at jobbers' list to be retailed far under other dealers. They try to excuse their cussedness on the grounds that the favorite retailer gives them counter display, etc.

¶ If all will demand extra pay for stocking Shinola it will have the desired effect of compelling them to come clean.

¶ SWIFT & COMPANY—They were called the Big Five. Armour absorbed Morris & Company. That left the Big Four. It is disclosed that Swift & Company own a big interest in the Wilson Packing Company. Soon it will be necessary to re-organize Swift & Company. The chances are Wilson Packing Company will come in.

¶ Then we will have the Big Two or Big Pair, or two aces, and the next logical step is a farmer owned co-operative packing trust under some of the lawless laws enacted for the benefit of farmers.

¶ The less grocers have to do with Swift and Armour the better. Swift swore he had complied with the Consent Decree then joined in a petition asking that the decree be set aside.

¶ Grocery dealers who believe in free competition will have no commercial intercourse with the Big Five packers or any of their 762 corporations. The very fact that these two families—Swift and Armour—own or control 762 big corporations proves them a menace to civilization.

¶ In our opinion they should be outlawed and a price placed upon their corporate heads.

¶ WILSON PACKING COMPANY—An aggregation of junk floating on a sea of watered stock, one of the Big Five. It is reported the concern will go into receivers' hands August 1st.

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# Creasey Does Baby Act

## Yells for Police After Wrecking Wisconsin Houses —Cries "Make 'Em Quit"

THE FEDERAL TRADE COMMISSION has charged Wisconsin wholesale grocers with "harassing co-operative buyers."

¶ Which? What other co-ops than Creasey are operating in the Wisconsin grocery field. Try to think of any other than Creasey. The Trade Commission refuses to name the co-operative buyers who are being pestered.

¶ That's enough for us. Creasey is the only fake co-operator in the field. Creasey is the only cry baby who needs to yell for the police. Of course they mean Creasey.

### Make 'Em Quit

¶ Yes, by all means make 'em quit. Another poke in the nose will ruin Dad. If he is busted in the mush once more he will hotfoot it back to the Hill of Content to pine away his few remaining days; and, oh! what a lot of suckers will not be hooked by his organized band of hard-boiled liars.

### A Fine Specimen

¶ If the Federal Trade Commission has selected Creasey as a much abused co-operator, they certainly picked out a fine specimen. The old hypocrite has been blowing about having "twenty thousand members" for years. With this fake claim as a club Creasey has forced some of our modern crooks to give the best of it. If that isn't coercion, what is it?

¶ On the face of it, the Creasey System of blackmail and extortion is a combination in restraint of trade. An organization with half the power Creasey claims wouldn't need to yell for the police to keep some one from har-

assing it. If Creasey had one thousand substantial merchant members he would need the Trade Commission to guard his ramshackle fake. The fact that he yells for the police proves Creasey is about to give up the ghost.

### He Needs It Now

¶ Creasey may well holler for protection. He certainly needs it just now. Within the last year branches of the Creasey outfit have forever closed their doors in a dozen cities. This cry for help in Wisconsin is but a prelude to another smash-up. The Green Bay house of Creasey has been a joke from the start. The Madison dump was unloaded on poor old Sylvester, an ex-grocer, who put the hard-earned savings of a life-time in the joint.

¶ That leaves Creasey only the Milwaukee dump in Wisconsin. Our understanding is that it is about all in. The Creasey disasters are moving East. Houses in Spokane, Seattle, Oakland, Los Angeles, Kansas City, St. Louis, Cairo and Davenport, have blown up recently. The cyclone of failure is about due to hit Wisconsin and sweep down through Illinois, blotting out the last remaining ruins of the once "great Creasey co-operatives."

### A Lie Can't Live

¶ Three years ago Creasey was boasting "We are the largest wholesale grocers in the world." (We have his letters to prove it.) Eighteen months ago Creasey retired (a la Armour) from the presidency and passed up $75,000 per year in bonuses, so he said. At that time he permitted old Fred Hackman to head the house of Creasey.

¶ We said then that Hackman would soon play "fall guy"; that the house would fall down on Hackman. Our prophecy is about to be fulfilled. Creasey is rushing headlong to destruction. The final catastrophe is near. Why?

¶ I'll tell you. The Creasey System was based on a lie. It rested upon the quicksands of false pretense and fraud. It was co-operative in no sense except that Creasey and his hired liars fattened on plunder extracted from ignorant grocers by indirection in the name of co-operation.

¶ The Captain knew not honor or square dealing. His aides were conscienceless liars to a man. There was no promise they would not make to hook a poor grocer for $50 cash and $250 in notes. They loved grocers for what they could get out of them. They never intended to help them up in the world.

¶ It was a lie. It had to die, for a lie cannot live; and no crook can ever make a success.

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# Charlatans Give Connolly Raw Deal

## Crusader Cast Out on Technicality by Delegates Who Are Not Grocers —Long Service Rewarded with Crown of Thorns

FOR NEARLY TWENTY YEARS Frank B. Connolly faithfully served the National Association of Retail Grocers. During that time Mr. Connolly has been severely criticized from within and without the organization, but no critic has arisen to question his sincerity of purpose or his devotion to duty.

¶ In our opinion Mr. Connolly did the best he could according to his lights. That is all any one, angel or devil, can do—give his best without thought of using his organization as a ladder to place and profit for himself.

¶ Whatever else may be charged to Frank Connolly, no one can say he used his office to feather his own nest. Surely he has neglected his private interests in looking after association affairs. He gave prodigally of his pristine manhood to the cause. His enthusiasm seemed to grow as he advanced in years. He felt no rebuffs. He never lost heart. His faith in the ultimate triumph of his cause surpasseth understanding.

### Gets His Crown of Thorns

¶ How is he repaid for devotion to his cause? With base ingratitude. Is he exalted? No. He is demoted and retired. Is he acclaimed benefactor? No. He is thimble-rigged by men unworthy to clean his boots. Is he crowned? Aye! with thorns.

### Hypocrites and Charlatans

¶ At the Los Angeles convention Mr. Connolly was up for re-election as director of the National Association from the Pacific Coast. There was opposition from a faction which questioned Connolly's eligibility on the ground that he was not giving 60% of his time to the conducting of a retail grocery store.

¶ The convention was controlled by delegates who are professional secretaries and salaried managers of buying exchanges, not one of whom owns a retail store or works a day in ten years behind the counter. But these charlatans interpreted the constitution to mean that in order to qualify, a director must actually be engaged in buying and selling groceries 60% of his time.

¶ That let Connolly out with a crown of thorns. He owns an interest in a grocery business, which is more than the charlatans can claim

for themselves; but, law is law, when charlatans sit in judgment.

¶ The presiding judge is known to the editor and the country as a lawyer. He is even now Justice of the Peace. He has never conducted a grocery store. But he was qualified to hand down the law on Connolly—to bar the faithful crusader on a technicality—to say, "Thou shalt not contaminate the official waters until you put on an apron and pass prunes over the counter 60% of your time."

### O, Fiddlesticks! O, Hell!

¶ Right is right, and right wrongs nobody. The writer holds no brief for Frank Connolly. In fact I have held that he devotes too much time and money to entertainment of charlatans who attend these conventions with an eye single to free feeds and intent upon the main chance. I feel that Connolly has made many blunders in office. But, the Devil and Tom Walker! he is a better man than the hyprocrites who at last found him disqualified for office. Aye! he is too good for the organization.

### Hairsplitting Humbugs

¶ What would the meal ticket delegates and buying exchange boodlers have? Would they reject Harriman and elect a section hand president of a railroad? Would they bar Morgan from the board because he isn't janitor, bank messenger or paying teller 60% of the time? Would these humbugs pick a buck private to command the army?

¶ Whatever mistakes Connolly may have made, he deserves better of grocers than to be let out on such flimsy excuse. He has been secretary and manager of the California Association for twenty years. He built the Association from the ground up. He has held it together and made it effective by sheer force of genius, indefatigable industry, iron determination and irrepressible enthusiasm. He has the biggest and best association of grocers on the continent. He pays more dues to the National than any other leader. He has devoted the best years of his life to the organization, taking it when no one thought it would live through the winter of discontent. He has kept it going in spite of such drawbacks as John Ulmer and such place-hunters as Schaefer and his man Friday the country lawyer. But, by the eternal! he can't qualify for office because he doesn't put in 14 hours a day in a jitney grocery store.

¶ Pardon me for this abrupt ending. If I don't break off I'll wind up with an assorted case of hair raising cuss words; for, when I think of those charlatans looking for the mote in Connolly's eye with redwood beams sticking in their own optics, I could cuss the hypocrites black and blue.

¶ Connolly got a raw deal. He entertained and trusted the professional delegates. The dissembling humbugs repaid him with base ingratitude at his own door. In return for his lavish hospitality they stuck a knife under his ribs at his own table.

¶ But what can you expect of a bunch of lawyers, mealticket secretaries and buying exchange traitors? Answer me that.

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# Co-Operation Cost Farmers Real Money

## Two Million Sunk in Socialist Venture—Soft Handed Lawyer Does Well

WHEN A BUSINESS IS A SUCCESS, it keeps going. When it is a rank failure, it quits. When you hear that a co-operative has disbanded, you may put it down in your books that it fizzled.

¶ We knew some time ago that the Northwest Wheat Growers Association was a failure, but we are indebted to the Dearborn Independent for the details of the co-op disaster.

### Farmers Farmed

¶ The above concern was organized on the Sapiro plan. Sapiro is a soft-handed lawyer of California who has not overlooked a fee in many moons. In this instance Sapiro got $10,000 for showing the horney-handed sons of toil how to make a failure of co-operative marketing.

¶ The Association was composed of wheat growers from Oregon, Washington, Idaho and Montana. It lasted three years. Here is where they are now.

¶ "The Washington Association is completely dead. The Idaho Association is in the hands of a receiver.

¶ "The Montana Association is defunct. The Oregon Association is existing only in the person of its officials," says the Dearborn Independent.

¶ "Today, many members of the associations have not been paid for their 1921 wheat crop; more have not been paid for their 1922 crop, and if there is a single member who has been paid for his 1923 crop, neither the farmers' union, the independent wheat buyers, the independent wheat growers, nor the writer have been able to find him," says Robert Morgan in the Dearborn Independent.

### Can You Beat It?

¶ There's Creaseyism for you. Three years ago farmers turned in their wheat to the soft-handed managers. The banks loaned money on the wheat. The managers, auditors, agents,

office employees got the money. But Mr. Co-Op farmer is waiting at the church,—his bonnie bride, Miss Co-Operation, is busted.

¶ For the 1920 crop, the association received $1.52½ per bushel. Independents received $1.71 a bushel.

¶ Just a little loss of 19c per bushel on 15 million bushels that year.

¶ For 1921, 1922 and 1923 crops, the independent growers received from 10c to 12c per bushel more than the co-ops, and on top of this the co-ops had to pay 12c to 15c per bushel operating costs.

### Going Some

¶ That is going some. Getting less and paying out more. What was done? Did some of the insiders sell to men who slipped them something for their treachery, or was it a plain case of damphool co-op theorists squandering other people's money?

¶ Don't ask us. We have never seen a co-operative thing that had any honesty back of it. And even where there were faint traces of integrity there wasn't a sign of brains.

¶ That is neither here nor there. Whether the substance of the farmers was squandered or stolen is of no consequence. The thing to bear in mind is this: This socialistic farmer move has resulted in a miserable failure just as all such ventures end.

### Creasey and Sapiro

¶ This man, Sapiro, is the Creasey of the West. The only difference is that Creasey exploits retail merchants while Sapiro farms the farmers.

¶ Sapiro has organized all manner of fruit growers, hay raisers, etc., into these co-op marketing concerns. Not one has met with a small measure of success. But in every instance Sapiro has pocketed a fat fee for revealing his co-op plans. Just how many millions the Sapiro brand of Socialism has cost growers of the west may never be known but certain it is that Creasey losses are not a drop in the bucket to the Sapiro disasters.

### Putrid Newspapers

¶ Why haven't the daily papers told the hideous facts about the failure of these farmer co-ops? Why are these vast failures slighted off with a line about "re-organization?" It is because the press feels a delicacy in reporting the calamities uniformly suffered by co-ops, or is it to shield the thieves who fatten by exploiting the farmers?

¶ We have our own answers to the questions, but perhaps we might as well not start uncovering the corruption of the press in this issue.

¶ Farewell, Co-Op Wheat Growers. We sincerely hope your members will profit by the experience of waiting three years for their money, taking less and paying out more.

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# Wilson Packing Company Blows Up

## Another Segment of Big Five Hits the Reef

DISPATCHES FROM CHICAGO under date of July 25th, says, "reconstruction of Wilson & Company, the $121,000,000 packing corporation with friendly receivership proceedings as the legal instrument, will take place shortly after August 1."

### What Crimes! What Graft!

¶ Think of it! The failure of a $121,000,000 corporation is reported in so few words, while a change in baseball managers in Portland called for a red letter headline across the front pages on July 28th.

¶ What is wrong? Why, even a fool knows the Associated Press and all the great capitalistic papers are in on this robbery of the people. It is the shell game or worse. They will report the "reconstruction" (we call it by its right name,—failure) of this vast corporation on the market page along with rocksalt and chittim bark.

¶ Few people will know the outfit is bankrupt. They will reorganize, borrow the people's money from bankers who are in on the loot, unload an ocean of watered stock on the public and repeat the operation as often as the public has the money to fatten the promoters.

### The Third To Fail

¶ Two years ago last January 2nd, the Fort Dearborn National Bank of Chicago (the Swift


**A VERDICT OF PROFIT**

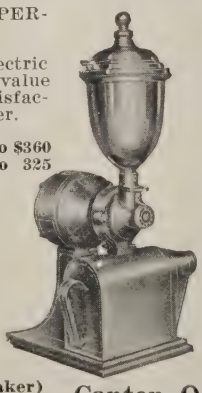
Rendered in terms of PERFORMANCE.

Operators of Holwick Electric Machines have learned to value them according to the satisfaction and service they render.

| | |
|---|---|
| Electric Coffee Mills | $60 to $360 |
| Electric Meat Choppers | 135 to 325 |
| Combinations .. | 230 to 355 |
| Tool Grinders .... | 15 to 75 |

Poppy seed mills, vegetable slicers, nut graters. Peanut Butter Mills. 64 styles and kinds for every need and purse.

Easy payments if desired.



**B. C. HOLWICK** (Maker) Dept. G **Canton, O.**

# 4 Big Reasons for I

## Why Wholesalers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is Manufactured by an independent company and is the highest quality that can be made in the present state of science.

2nd. Big 4 Naptha Soap is sold exclusively through legitimate, established wholesalers—never sold to or through desk jobbers, mail order jobbers or co-operative buying exchanges.

3rd. Big 4 Naptha Soap is not deleted to pay coupon and free sample expense; it is not loaded with national advertising expense which must be taken from dealers and consumers.

4th. Big 4 Naptha Soap is easily sold to retailers because (1) it is a full measure bar; (2) it gives universal satisfaction; (3) it is not slaughtered by chainstore and mail order price cutters; (4) it is not distributed free to diminish his sales.

**Wholesale grocers who find themselves in competition with des handling many lines of soap for 1 percent, are invited to inves**

**Retailers who are being compelled to handle many lines of soap and co-operatives are invited to ask their jobbers about Big 4**

# IOWA SOA

**Manufacturers of High Gr**

**BURLING**

# ig 4 Naptha Soap

## Why Retailers Should Handle BIG 4 NAPTHA

1st. Big 4 Naptha Soap is of the highest quality, a full sized bar which enables the retailers to give customers their money's worth.

2nd. Big 4 Naptha Soap is not sold by chainstores, mail order houses and cutters who rely on cut prices to undermine independent dealers.

3rd. Big 4 Naptha Soap is not loaded with national advertising, free coupons and free sample expense which must be borne in large measure by the retailer.

4th. Big 4 Naptha Soap pays the retailer a reasonable living profit for his services as distributor, leaves him free to select the merchandise he wants to offer for sale and above all, the manufacturers never seek to diminish his sales by broadcasting coupons or free samples.

**jobbers, mail-order jobbers and so-called co-operatives who are gate Big 4 Naptha Soap.**

**competition with chainstores and cutters employing desk jobbers aptha Soap.**

# COMPANY

**e Laundry and Toilet Soaps**

**ON, IOWA**

financial Gibraltar) could not meet clearance house demands. It was one of the worst wrecks in financial history. But it was carted over to the Continental & Commercial National during the night, the affair glossed over.

### The Armour Wreck

¶ It became necessary to reorganize Armour & Company. A bankers' committee took over the debris and has succeeded in keeping the wreck from the public. Few know Armour & Company went under. The press has studiously refused to publish the facts.

¶ In July, 1923, Armour's great stockholdings in the Continental & Commercial Bank of Chicago, said to be the second largest bank in America, were sold under the hammer to satisfy Armour's creditors. Not much was said about that disaster by the papers. Why?

¶ Recently the Armour Grain Company was sold to a co-operative farmer concern. The papers told us all about how lucky the sucker farmers are to get Armour Grain, but they soft-pedal the reason for Armour Grain Company being sold.

¶ On top of the Swift failure and the Armour disaster comes the mild report that Wilson & Company will use "a friendly receivership as the legal instrument of reconstruction.

¶ This is number three of the Big Five to hit the reefs within three years.

### Whoa! Back Up!

¶ By George! we plum forgot Morris & Company. This outfit went under first and was "absorbed" by Armour & Company of Delaware.

¶ So there's four of the Big Five on the rocks. Cudahy is the only one that hasn't been "absorbed," "reorganized" or "reconstructed." They will be next—judging by their frantic efforts to sell Old Dutch Cleanser to chainstores at a bargain.

### To Hell With 'Em

¶ There are no tears here over the collapse of a Big Five buccaneer.

¶ We have said it—we repeat it—there will be better times for more people when Swift, Armour, Wilson, Morris and Cudahy are buried under the ruins of their lawless corporations.

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# Reynolds Tobacco Invents New Infamy

## Salesmen Promise to Find Judas Jobbers Who Give 10 Percent Off

THE REYNOLDS TOBACCO Company has added a new infamy to the string of outrages they have practiced on wholesalers and retailers during the greater part of their buccaneering career.

¶ Creasey being busted and wiped out, and Sledd having proven a rank failure in handling Reynold's dope for the cash discount, Reynolds salesmen are now bribing retailers to handle the stuff by promising to ship through jobbers who will give 10 percent off.

### Concealed Assassins

¶ The Reynolds salesmen—or rather order takers—do not tell the retailers who the crooks are. They simply assure retailers that the orders will be turned in to jobbers who will handle the stuff on the same margin that Creasey and Sledd handle it,—2%.

¶ It is a pretty smooth game. If they disclosed the name of the Judases there would be ructions. So they keep the names secret until they have the order.

### Hiring Iscariots

¶ The game can be played another way. With orders in hand Reynolds' infamous order-takers would experience little difficulty in finding Iscariot jobbers vile enough to cut the throats of their fellow wholesalers. There are jobbers as treacherous as Benedict Arnold and every bit as cheap as Judas. Thirty pieces of silver is a big price to pay for their services. They will betray the grocery business; they would betray Jesus into the hands of Pilate. They have betrayed their fellow grocers into the hands of Proctor. They can be bribed to do Reynolds' dirty work.

### Smoke the Villains Out

¶ "We don't know how it is in your part of the world, but in this part there are jobbers calling themselves leaders, or big boys, who need a few knocks as well as buccaneering manufacturers," says one of our wholesale readers who has had ample opportunity to spot some of the traitors who are rending the national associations by their dark and devious transactions with Reynolds, Proctor and their ilk.

¶ Every such villain should be smoked out. A jobber who will accept orders for Reynolds' dope at 10% off from competitors' customers ought to be ridden on a rail and treated to a coat of tar and feathers. One such concealed assassin is enough to disrupt any organization. Every man of them should be smoked out, exposed and driven out of business.

### Ready To Slay Them

¶ The editor stands ready to turn the pitiless light of truth on every wholesale grocer caught doing Reynolds' dirty work. It matters not how big they are. They may "call themselves leaders or big boys"; they may think they control the associations; they may send the *Searchlight* a hundred subscriptions. It matters not. I

will expose them as mercilessly as I did Judas Spicer. I will print their names in black-face type and hold them up to scorn and ridicule until they will have no business except Reynolds tobacco business at 10% off. And that will mean curtains for them in short order; for, when it is known that they are more contemptible than Creasey, more despisable than Sledd, more dangerous than Reynolds, they will get only such business as Reynolds' order-takers see fit to hand them.

### That Kind of Cattle

¶ "I believe if you could place a copy of the *Searchlight* in every wholesale grocer's hands it would do the grocery business more good than anything," says a splendid wholesaler in complimenting the editor on his campaign against Reynolds Tobacco Company methods.

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# Equal Rights to All

## Special Privileges Will Ruin Any Business— Chainstores Organized for Graft

WE ARE INDEBTED to a Kansas grocery dealer for a phrase exactly descriptive of chainstores. He calls them "Special Privilege Houses."

¶ We knew that they were something of the kind—some sort of grafters looking for the best of it—but we could not get the exact polite word.

¶ Special privilege houses is right. Chainstores are in the same business that Sinclair and Doheny are in—they are organized to get the best of it. They can not exist without unfair advantages. They have a strong organization, more dreadful than the Mafia, as criminal as the Black Hand, as destructive of business as anarchy is destructive of law and order.

### To Hell With Equal Rights

¶ "Special privileges to none," is written into the Constitution of the United States. It was incorporated in the fundamental law of the land by wise statesmen whose ancestors had been ground down for centuries by privilege hunters. It was intended as much or more for the regulation of business as for political protection. But, just like that deathless clause in the Declaration of Independence which says, "all men are created equal," it has been set aside and subverted by foul scoundrels who can't make a living without subsidy.

¶ "To hell with the Constitution," is the slogan of these grafters. They look upon the Sherman and Clayton Acts as laws made to be trampled under foot by their gang daily; to be invoked when the Black Hand needs them to extort special privileges.

### The Trade Commission

¶ The Chainstore Association seems to have the Federal Trade Commission on their hip. Every move the Commission has made during the last five years has had the effect of legislation favorable to chainstores. Scores of wholesalers have been charged with conspiring to restrain trade because they protested against special prices and privileges to the chainstore oligarchy. Every coffee roaster who objected to chain slaughtering prices has been cited for violating the Clayton Act.

¶ So it looks as though the Trade Commission has degenerated into a plaything for the privilege hunters. In no other way can we account for the persecution of independent manufacturers and dealers and not a single prosecution of the Chainstore Association.

¶ Special privileges will wreck any business. Class legislation will ruin any country. No business can withstand organized graft. No government can survive wholesale corruption. The grocery business cannot exist half independent and half chain. There is no place in the commercial world for privilege-hunters. The quicker we realize the necessity for honesty and square dealing, the sooner will we reap the benefits of the Constitution—"Equal rights to all; special privileges to none."

¶ The business man who cannot succeed on those lines deserves to die. The grafter who must have the advantages of his competitors should be thrust into outer darkness. He is a menace to law and order. Let him be pariah.

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## Business and Foolishness

IT COST WHEAT GROWERS over 12c per bushel to sell their crop co-operatively in car and cargo lots.

¶ Brokers sell to jobbers at 2% and wholesale grocers pass the goods to small dealers at less than 10% cost.

¶ Little retail grocers distribute to family trade at 16% expense.

¶ This shows the foolishness of co-operatives in comparison with business sense.

¶ When all business is done co-operatively in like manner there will be 12% grower expense, 24% wholesaler expense and 80% retailer expense added to the cost of living which Mr. Co-Operative Consumer will have to pay. Then listen for the big holler.

# Wisconsin Grocers Persecuted

## Trade Commission Goes on Another Toot, Charges Wholesalers with Harrassing Co-operative Buyers—Reynolds, Palmolive and Creasey Protected

THE FEDERAL TRADE COMMISSION is on another toot. More properly speaking, the Commission is prolonging its spree, started in 1920. The hooch seems to be co-operative "Red Eye", but it is misbranded. It is nothing better than "Monopoly Moonshine."

¶ Most everybody has been indicted. Wholesale grocers associations in Ohio, Iowa, Nebraska, Minnesota, Kansas, Texas, Washington, Oregon, California have been charged with conspiracy to restrain trade, unfair methods, and several other crimes, known only to the Trade Commission.

¶ Now they have proceeded to cite the Wisconsin Wholesale Grocers' Association, "its officers and members, charging that said organization, its members and officers, have co-operated together to confine distribution to what is termed by them legitimate channels of trade."

### Sauce For Goose Only

¶ If this keeps up we will be forced to seek a seat in the Senate as a means of cleaning up the Trade Commission.

¶ This thing of permitting Creasey to organize several thousand low-lives into a Delaware corporation for the purpose of blackmailing manufacturers has gone far enough to make us suspicious of the Trade Commission. We believe there is more than one Denby on the Commission.

¶ So far there has been no complaint against the Chainstore Association which is admittedly organized to exact direct sales and rebates for the modern Mafia or Black Hand Society. This favoritism points to a Daugherty on the Trade Commission.

¶ But no wholesale grocer organization has escaped. Complaint has followed complaint. Every time one or more jobbers have registered protests against the thieving practices of Reynolds Tobacco Company and Palmolive Soap Company, the Commission has taken a shot at the grocers.

¶ It would seem that what is sauce for the grocery goose would be sauce for the chainstore gander, but nothing doing. One gang—the chaingang—can openly flaunt the law; if competitors try to protect themselves they will be arrested, branded as criminals, stigmatized, harassed until they quit business.

### Monopoly Moonshine

¶ The Commission would have us believe it is conducting this Inquisition in support of the co-operative movement among retail merchants. A bigger piece of hypocrisy was never attempted by a government bureau.

¶ No genuine co-operative buying concern has lodged these complaints. Every last one of them has been lodged by monopolists who would use these pusillanimous co-operatives and putrid price cutters to compel wholesale grocers to distribute trust products at or below cost of doing business.

¶ Early in 1920 the Aunt Jemima Mills complained against Robert G. Duncan because I asked them to explain how the Creasey Corporation could sell their pancake mixture cheaper than the largest jobbers in the country. After four years of vain search for evidence of conspiracy against me the Commission dismissed the case.

¶ Proctor & Gamble withdrew their lines from jobbers, kicked them out, denounced them as inefficients, went direct, entered into competition with grocers, and immediately began asking the Trade Commission to indict wholesalers for interfering with them.

### The Infamous Reynolds Outfit

¶ The next infernal monopolist to start the Trade Commission on another spree was the infamous Reynolds Tobacco Company. They have now about completed the circuit.

¶ We have good reasons to believe Reynolds Tobacco is responsible for the latest spasm of the Trade Commission against the Wisconsin wholesalers; but Palmolive Soap, Kirk's Krooked Kastile, the busted Creasey System and that despicable mail order pirate, Chas. M. Sledd of Lyons, Kansas, may be urging on the pettifogging examiners of the Trade Commission.

¶ Big Business is behind it. That's a cinch. Sun Maid Raisins, California Packing Corporation (Del Monte) and the Chainstore Association may be using their "influence". But no genuine co-operative buying concern has a finger in the pie.

¶ You may lay to that. There is no such thing in America as a co-operative buying organization. Creasey is a plundering corporation owner, working merchants in the name of co-operation. Sledd is a miserable mail order desk jobber serving such buccaneers as Reynolds. The Chainstore Association is a secret criminal society avowedly out to get mean unfair advantage of little retailers whose competition they cannot meet.

### Tell 'Em to Go to—

¶ Our advice to the Wisconsin wholesalers is

this: Take no notice of the Federal Trade Commission's charges. Don't dignify them with an answer. The charges are false *per se*, as there are no co-operatives to "harass." Ask for a bill of particulars before answering. Then you will know how to answer.

¶ A shorter and better way to dispose of the case is to tell the Trade Commission to go to ——. They can't do anything but order you to quit it and if there are no co-operatives to harass, they can't do that.

### Where's the Corpus Delicti?

¶ In murder cases the state must produce *corpus delicti*—the dead body—before there is any murder. Sometimes they present a wisp of hair, a charred bone, a metal button as the *corpus delicti*.

¶ In this case the Trade Commission may put Creasey in evidence. If so, they will have a "stiff" all right, but when it comes to proving Creasey a co-operative "stiff" they are going to hit a snag.

¶ Maybe the Commission will use Sledd as corpus delicti. If they do, the jury is going to hold its nose for months after the verdict.

¶ If Proctor is selected the crime will be established. That's a cinch, for P. & G. are certainly dead ones. Then comes the question of murder or suicide. In our opinion Proctor committed commercial hara-kiri, as the Japs say, at the Judas Club.

¶ That question would also arise as to Creasey. His testimony as to being dead would need more than the corpse to substantiate proof of death. If Creasey were found dead in a locked and barred room, with a note pinned on his pajamas saying, "I have committed suicide," no one would believe him.

¶ No, sir. They wouldn't even believe he was dead. They wouldn't even bury him for six months lest they be accused of planting a live one.

¶ Make 'em produce a co-operative corpus delicti. That will put the Commission in a hole.

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# The Problems Confronting the Packers

By Frederick J. Haskin

THE LONG STANDING controversy between the Chicago packers, known generally as the Big Five, and the government has entered another stage as the result of the decision of the Court of Appeals of the District of Columbia that the California Co-operative Canneries may intervene in an action to set aside or modify the packers' consent decree which was entered into in 1920.

¶ This decree provided that the packers should not engage in what are called unrelated lines of industry; that is, that they should confine their business to the meat slaughtering and packing industry.

¶ The decision of the court was regarded as a victory for the Chicago packers and has resulted in the farmers of the nation making a fresh effort to have the government restrain them.

¶ Such famous farm bloc senators as Magnus Johnson of Minnesota and Lynn J. Frazier of North Dakota have submitted to the Senate elaborate data in which they allege that the packers have been seeking to extend their field unconscionably. Farm lobbies at Washington have joined in the movement and it is to be expected that the packers and the California Co-Operative Canneries will have to fight hard to hold the substantial amount of ground they have already gained.

¶ The position of the packers is that they have violated no law and that no court has any right to prevent them from selling groceries as well as meat. The point out with much force that while the Supreme Court of the District of Columbia entered the 1920 decree providing that the packers should stick solely to the packing business, the question of whether a private business concern can be prevented from handling any sort of proper merchandise has never been passed upon by the Supreme Court of the United States.

¶ Attorneys for the packers say that were the high court to examine this question on its merits, it would have difficulty in finding any legislative basis for stopping much merchandising. The packers point out that they do not seek to sell goods which are not lawful. They assert that it is difficult to understand why it should be unlawful for one company to sell groceries or grain or biological products while it is perfectly lawful for another company to engage in such trade.

¶ The position which has been taken by the Department of Justice and which is being supported by the farmers of the country is that what makes such merchandising by the packers unlawful is the fact of their gigantic size.

¶ The Federal Trade Commission, reporting upon an investigation of the packers, declared "Five meat packers, Armour, Swift, Morris, Wilson and Cudahy, and their subsidiary and affiliated companies, have monopolistic control of the meat industry and are now reaching out for

like domination in other products. Their manipulations of the market embrace every device that is useful to them without regard to the law."

¶ In another place the same commission said: "It appears that five great packing concerns of the country have attained such a dominant position that they control at will the market in which they buy their supplies, the market in which they sell their products, and hold the fortunes of their competitors in their hands."

¶ These are bitter words to come from an official agency of the United States government. The charges are, as might be expected, denied categorically by the meat packers, and the complicated litigation now pending, which is of interest to the whole people since it concerns the handling of the nation's food supply in large part, is a result of the sharp differences of opinion existing.

¶ The connection of the California Co-operative Canneries with the case is that this organization is seeking to have the consent decree set aside or modified so that the packers can handle their canned goods. The canneries, unlike agricultural producers in some other parts of the country, take the side of the packers and declare that the fine distribution organization maintained by the Chicago concerns enables them to handle canned goods to the best possible advantage of both producer and the general public.

¶ All the evidence which has been taken shows that the packers do maintain what is probably the most efficient distributing system for food products ever devised. The Court of Appeals of the District of Columbia recently granted the canners' petition to intervene in the case in an effort to have the decree set aside. Arguments to show why the packers should be permitted to sell the canneries' products as well as other lines of merchandise will be heard at the term of court to be held next fall. The big fight to determine whether the government or the packers shall win their contentions will come to a head then.

¶ The Farmers' National Council, a farm lobby with Washington headquarters, filed a brief opposing the petition of the canneries to intervene. In this an effort was made to show that the canneries, although producers of agricultural products, were taking a different stand from the agriculturists represented by the Farmers' National Council because they were dominated by the Chicago packers. "The hand is the hand of Esau, but the voice is Jacobs' voice," the brief declared. Nevertheless, the Court of Appeals decided it would grant the canneries' petition and hear what they have to say at next term's argument.

¶ Counsel for the packers emphasize the point that while they signed the 1920 consent decree, they made it a specific condition that it be definitely stated that issuance of the decree did not judge the packers to be guilty of violation of law. The packers see a violation of the stipulation in the present attitude of the government. They accuse the Department of Justice of attacking the validity of the decree by repudiating a fundamental part of it.

¶ While the government claims that the packers controlled more than 700 concerns engaged in merchandising food, the packers reply that the charge that they threaten a monopolistic food trust is absurd. Any collusion among the five packers is emphatically denied by them, and it is stated the largest packer handles but 15 percent of the nation's meat business. Before the issuance of the decree it was shown that they handled less than 5 percent of products handled by wholesale grocers. They take the position that an economic loss is entailed when their organizations are able to distribute many lines of food products in the most economic and efficient manner.

¶ The government's general view of this situation is that no company or relatively small group can be permitted to build up a network of control over various lines of business without a threat of monopoly, dangerous to the public, being implied. For the packers to become as dominant in the grocery, grain and other food businesses as they are in meat would imply such a threat, it is asserted.

¶ Meantime, farm interests are seeking to have government control of the packers taken from the Department of Agriculture and lodged with the Federal Trade Commission. It also is suggested that the Chicago stockyards, being actually terminal facilities of the railroads hauling cattle to Chicago and meat away, be placed under the regulation of the Interstate Commerce Commission.

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*WASTE OF TIME*

Sam boarded a trolley and after a few words with the motorman, shuffled to the rear door. "Watcher gettin' off so soon for, Sam?" asked the conductor as he took his passenger's nickel and watched him prepare to alight. "You've only gone a block."

"Well, suh, Ah wants to go to Twenty-secon' street an' Cedar avenue, but de motorman tells me dey ain't no Twenty-secon' Street an' Cedar Avenue."

"Well, there ain't."

"Well, den, what's de use o' me going dere?"

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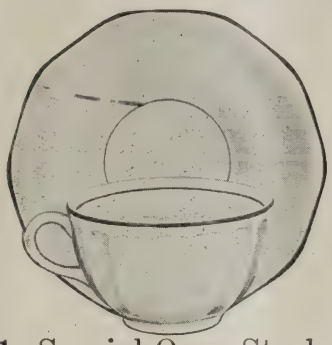

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and SELLING PRICE opposite PER CENT
OF PROFIT DESIRED
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